COURSE DETAIL

PERSUASION AND BEHAVIORAL CHANGE
Country Hong Kong
Host Institution University of Hong Kong
Program(s) University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication Business Administration
UCEAP Course Number 133
UCEAP Course Suffix
UCEAP Official Title PERSUASION AND BEHAVIORAL CHANGE
UCEAP Transcript Title PERSUAUSN &BEHAVIOR
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course examines classical theories in persuasion, attitude change and behavior change. It includes perspectives of social psychology and communication, with a focus on equipping students with the ability of applying persuasion knowledge in various business and interpersonal contexts.

Language(s) of Instruction
English

Host Institution Course Number
BUSI2819

Host Institution Course Title
PERSUASION AND BEHAVIORAL CHANGE

Host Institution Course Details
https://my.uceap.universityofcalifornia.edu/sites/default/files/host-course-syl...

Host Institution Campus

Host Institution Faculty
School of Business

Host Institution Degree

Host Institution Department

Course Last Reviewed
2021-2022

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