

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 Campus

Host Institution Faculty

School of Business

Host Institution Degree

Host Institution Department

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