

COURSE DETAIL

PERSUASION AND COMMUNICATION CAMPAIGN DESIGN

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

135

UCEAP Course Suffix**UCEAP Official Title**

PERSUASION AND COMMUNICATION CAMPAIGN DESIGN

UCEAP Transcript Title

PERSUASION COMMUNIC

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course draws primarily on attitude theories and uses the 5W model to explain and analyze the methods by which persuasive communication achieves its effects. In addition, it introduces several representative theories of persuasion (such as cognitive dissonance, the CD model, and ELM). Finally, the course covers approaches to implementing persuasive communication campaigns. Students are also required to conduct extracurricular research from both the persuader's and the persuadee's perspectives, and to present their findings in class.

Language(s) of Instruction

Chinese

Host Institution Course Number

JCM50073

Host Institution Course Title

PERSUASION AND COMMUNICATION CAMPAIGN DESIGN

Host Institution Course Details

<https://ogp.fudan.edu.cn/16092/list.htm>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2025-2026

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