

COM 8309: Public Opinion

Influences of strategic communication on attitudes, beliefs, and behaviors of message recipients. definitional, ethical and methodological issues; rhetorical and social scientific approaches to opinion and attitude change; application to advertising, public relations, politics, and health communication.

Credits: 3.0

Prerequisites:

(COM 8008 :Y and COM 8100 :Y) and (COM 8001 :Y or COM 8002 :Y)

Program: [Communication](#)