ASSUMPTION UNIVERSITY
FACULTY OF ARTS
ENGLISH-CHINESE FOR DIGITAL COMMUNICATION PROGRAM
COURSE OUTLINE 2/2026

Course	:	ECD4933 Art of Persuasion
Credits	:	3
Status	:	Major Requirement
Prerequisite	:	ELE2000 Academic English
Lecturers	:	A. Natrada T. Office: SR315 Email: natradatyp@au.edu
Section(s)	:	401

Course Description:
The theory and practice of written and spoken persuasive communication in the digital age through task-based activities.

Course Objectives:
This course aims to enable students to:

1. understand the foundational concepts and techniques of persuasion in the context of digital media;
2. apply persuasive strategies to different forms of digital content such as social media captions, business proposals, influencer videos, and podcasts; and
3. analyze the impact of ethical considerations, cultural differences, and digital trends on persuasive communication.

Course Learning Outcomes
The students will be able to:

1. describe key concepts and rhetorical strategies used in digital persuasion;
2. create persuasive content for various digital platforms through written and multimedia formats; and
3. evaluate the effectiveness of persuasive messages in terms of content, delivery, and ethical and cultural appropriateness.

Teaching-Learning Activities:

1. Lecture
2. Group Discussion
3. Assignments, Projects, and Presentations

Course Requirement: 80% attendance (Maximum absence = 6 times)

Teaching Materials:
ECD4933 Teaching materials

Mark Allocation:	Midterm Examination	200 marks
	Final Examination	200 marks
	Assignments, Projects, and Presentations	600 marks
	Total	1,000 marks

Standard Grading System

A	85-100%	A-	82-84%	B+	79-81%	B	73-78%	B-	70-74%
C+	67-69%	C	60-66%	C-	57-59%	D	50-56%	F	Below 50%

Study Plan and Schedule

Week	Lesson/ Topic
1.	Course Introduction Chapter 1: The Art of Persuasion in Digital Media
2.	Chapter 2: Powerful Tools for Persuasion Chapter 3: Writing Social Media Captions
3.	Pre-Task: Discussing Social Media Caption Writing Task: Writing Social Media Captions
4.	Post-Task: Presenting Social Media Caption Writing #1 Post-Task: Presenting Social Media Caption Writing #2
5.	Assignment: Persuasive Advertising Case Analysis Chapter 4: Podcasting and the Art of Persuasion
6.	Pre-Task: Discussing Podcast Video Task: Producing Podcast Video
7.	Task: Editing Podcast Video Post-Task: Evaluating Podcast Video
8.	Midterm Review
	Midterm Examination
9.	Chapter 5: Digital Ethics in Persuasion Chapter 6: Persuasion Across Cultures in the Digital Age
10.	Assignment: Ethical Decision-Making Case Study in Persuasion Chapter 7: Influencers vs. KOLs vs. KOCs in the Digital Landscape
11.	Pre-Task: Discussing Influencer Analysis Task: Writing Influencer Analysis Script
12.	Task: Filming and Editing Influencer Analysis Video Post-Task: Evaluating Influencer Analysis Video
13.	Chapter 8: Business Proposals Pre-Task: Discussing Business Proposal Writing
14.	Task: Writing Business Proposal Post-Task: Evaluating Business Proposal
15.	Post-Task: Reflecting on Business Proposal Final Review
	Final Examination

**** Last day to withdraw with "W" is February 19, 2027.**

AU VISION 2000

Assumption University of Thailand envisions itself as:

- an international community of scholars,
- enlivened by Christian inspiration,
- engaged in the pursuit of Truth and Knowledge,
- serving human society, especially through the creative use of interdisciplinary approaches and cyber technology.

ENVISIONING AU GRADUATES

Assumption University of Thailand envisions its graduates as:

- healthy and open-minded persons, characterized by personal integrity, an independent mind, and positive thinking,
- professionally competent, willing to exercise responsible leadership for economic progress in a just society,
- able to communicate effectively with people from other nations and to participate in globalization.

AU MISSION

Assumption University, an International Catholic University, is committed to be the light that leads learners and its stakeholders from all parts of the world towards wisdom, Truth, and Christian values and to discover "Treasure Within" themselves. Via effective teaching and research pedagogies of international standards as well as community engagement, the University aims to form individuals to be intellectually competent, morally sound, and spiritually enriching, accountable, righteous, and service-minded citizens; excelling in serving communities comprising of diverse cultures.

AU UNIQUENESS

"An International Catholic University"

AU IDENTITY

- Ethics
- English Proficiency
- Entrepreneurial Spirit

THEODORE MARIA SCHOOL OF ARTS
(www.arts.au.edu)
VISION AND MISSION

Vision

An international community of business communicators in Thailand

Mission

Theodore Maria School of Arts will ensure that the School will…

1. Enhance business language skills
2. Promote cultural awareness
3. Foster academic networking
4. Encourage ethical standards and practices

TAGLINE

เติมเต็มศิลป์ภาษา พัฒนาศาสตร์ธุรกิจ

Language Education, Business Inspiration

ARTS ORGANIZATIONAL CULTURE: More than faculty, we are family

- Open communication
- Mentoring system
- Dedication
- Caring
- Teamwork
- Commitment
- Resource sharing

Core Values

A = Adaptability
R = Responsibility
T = Togetherness
S = Sustainability

Core Competencies

Employability
Multiculturalism
Internationalization

Quality Assurance Process

Students should understand and apply the Quality Assurance Process in their study. The Plan-Do-Check-Act Cycle (PDCA) provides an easy but effective approach for problem solving and managing change, ensuring that ideas are appropriately tested before the full implementation. It can be used in all sorts of situations and can be clarified as follows:

Plan: Define the current problem, process, and issue and establish objectives and processes required to deliver the desired results.
Do: Implement the plans and new processes developed.
Check: Monitor and evaluate the implemented process by testing the results against the predetermined objectives.
Act: Apply actions necessary for improvement if the results require changes.

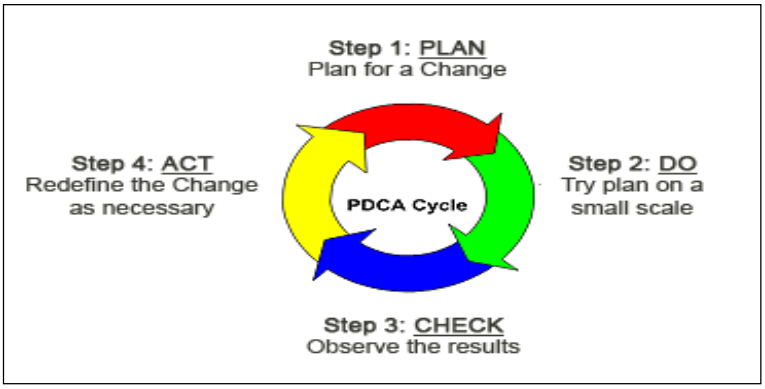


Figure 1: PDCA Cycle (http://www.swopehealth.org)

Plagiarism

Plagiarism is a serious academic offence, a serious breach of ethical conduct and is unacceptable student behavior. Students who plagiarize copying words or ideas without acknowledging the original writer of the words or ideas, will face disciplinary action. This will range from receiving an "F" in the subject to university suspension.