**CSK 3212: CHANGING BEHAVIOR THROUGH COMMUNICATION**

The goal of many communication initiatives is to encourage some type of behaviour change. Communication professionals who understand how people change their behaviour can create more successful campaigns. This course surveys major theories used to predict when and under what circumstances individuals are most likely to change their behaviour. Behaviour change includes a variety of actions, such as voting for a candidate, purchasing a product, joining a social networking group, or adopting a new health habit. Individual-level, interpersonal-level, and community-level models of change are covered. By becoming familiar with specific theories and the empirical support for those theories, students learn how to use social-science based models to guide their communication strategies effectively.