



**University of International Business and Economics  
International Summer School**

**MKT 230 Persuasive Debating: Theories, Strategies, and Practice**

**Instructor: Jeannette F. Ford**  
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**Credit: 2 units**

**Teaching Language**

This course is taught in English.

**Methods of Instruction**

Classroom lecture and discussion

**Classroom Capacity**

30

**Evaluation**

Attendance  
Discussion  
Paper

**About the Instructor**

New York native lifelong educator with international study and teaching experiences.

**Required Text**

Open source materials and instructor prepared materials will be utilized.