Course Syllabus

Code - Course Title	**RHİ547 - Conditional Effect Approaches in Public Relations and Advertising Research**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DOÇ. DR. YUSUF ZAFER CAN UĞURHAN

Mode of Delivery	Face-to-face
Prerequisites	N/A
Courses Recomended	N/A
Recommended Resources	Hayes, A. F. (2022). Introduction to mediation, moderation, and conditional process analysis: A regression-based approach (3rd ed.). The Guilford Press.Hair, J. F., Jr., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). Multivariate data analysis (8th ed.). Cengage Learning EMEA.Bozkurt, S. (2025). Process makro ile aracılık, düzenleyicilik ve durumsal aracılık etki analizleri: SPSS uygulamalı (2. baskı). Ekin Yayınları.
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to Conditional Effect Approaches: Scales and Validity in Effect Approaches	
Week - 2		Introduction to the PROCESS Macro	
Week - 3		Introduction to the PROCESS MacrRegression Assumptions: Outliers, Normality, Linear Relationshipo	
Week - 4		Mediation Approach and Modeling	
Week - 5		Simple Mediation Analysis and Interpretation in Public Relations and Advertising	
Week - 6		Confidence Intervals for Indirect Effects	
Week - 7		Moderation Analysis in Public Relations and Advertising	
Week - 8		Visualization in Moderation Analysis	
Week - 9		Conducting Analysis with Conditional Models in Public Relations and Advertising	
Week - 10		Table and Figure Layout in Moderation Analysis	
Week - 11		General Reporting Language	
Week - 12		Semester Project Analysis Plan	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		Semester Project's Feedback - 1	
Week - 14		Semester Project's Feedback - 2	

Learning Outcomes

#	Learning Outcome
1	Is able to explain the basic logic of the conditional effects approach within a regression-based analytical framework.
2	Is able to apply data preparation, variable construction, and basic assumption checks in SPSS.
3	Is able to test the “mechanism of effect” through mediation analyses and interpret direct and indirect effects.
4	Is able to test “under which conditions an effect changes” through moderation analyses and explain the logic of interaction.
5	Is able to construct conditional process models, in which mediation and moderation are considered together, in accordance with the research question.
6	Is able to evaluate the significance of indirect effects by using bootstrap confidence intervals.
7	Is able to present findings through tables and graphs and report them in accordance with APA 7 standards.
8	Is able to develop an analysis plan by matching a research question from the fields of public relations and advertising with an appropriate conditional effects approach.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.