Course Syllabus

Code - Course Title	**İLT303 - Communication and Persuasion**
Course Type	V. SEMESTER
Laboratory + Practice	3+0
ECTS	**4.5**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	DR. ÖĞR. ÜYESİ İSMAİL KAPLAN

Mode of Delivery	Face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	Introduction to Communication, Communication Theories
Recommended Resources	1- INTER/MEDIA Interpersonal Communication in a Media World, Edited by: Gary GUMPERT- Robert CATCHCART. Oxford University Press. New York: 1982.2- Foundations of Communication Theory, Edited by: Kenneth K. SERENO - C. David MORTENSEN. Harper and Row Publishers, New York: 1970.3- Interpersonal Communication (Survey and Studies), Edited by: Dean C. BARNLUND. Houghton and Mifflin Company. Boston: 1968.4- Julius FAST, Body Language, Pan Books, London:1971.5- Introduction to Communication Studies, Edited by: John FISKE. Methuen and Co. Ltd. London:1985.6- Intercultural Communication: A Reader, Edited by: Larry A. SAMOVAR-Richard E.PORTER.Wardsworth Pub.Co. Belmont-California: 1985.7- Desmond MORRIS, Manwatching (A Field Guide To Human Behaviour) Triad Panther Books, London: 1979.8- Communication, Language and Meaning (Psychological Perspectives), Edited by: George A.MILLER, Basic Books Inc. New York: 1980.9- Men, Women, Messages and Media (Understanding Human Communication), Edited by: Wilbur SCHRAMM-William E. PORTER. Harper and Row Publishers, New York:1982.10- Non-verbal Communication in Human Interaction, Edited by: Mark L. KNEPP. Perdue University: 1972.11– A. Halûk YÜKSEL, İletişim Biliminin Temelleri, Ana.Üni. AÖF Yay. No: 279/132. Eskişehir:1988.12- A. Halûk YÜKSEL, Bireylerarası İletişime Giriş, Ana. Üni. ESBAV Yay. No: 96. Eskişehir:1994.13- A. Halûk YÜKSEL, İkna ve Konuşma, Ana.Üni. AÖF Yay. Eskişehir: 2002.
Work Placement	N/A
Aims of the Course	The aim of this course is to inform students about concept of persuasion and importance of persuasion in organizational communication.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Concept of persuasion	
Week - 2		Historical progress of concept of persuasion	
Week - 3		Theories of persuasion	
Week - 4		Resistance to persuasion	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 5		Mass communication and persuasion	
Week - 6		Persuasion on social media	
Week - 7		Interpersonal communication, group communication and persuasion	
Week - 8		Nonverbal communication and persuasion	
Week - 9		Cultural diversity and persuasion	
Week - 10		Persuasion and social responsibility	
Week - 11		Group communication and resistance to persuasion	
Week - 12		Humour and persuasion	
Week - 13		Persuasion and leadership	
Week - 14		Critical thinking and persuasion	

Learning Outcomes

#	Learning Outcome
1	Will be able to analyse organization consept.
2	Will be able to debate Persuasion consept.
3	Will be able to debate persuasion consept’ s importance in the persuasion process.

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

AKTS Workload

Activity	Duration (Hour)	Count	Workload
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.