Course Syllabus

Code - Course Title	**İLT380 - Perception Management**
Course Type	VI. SEMESTER
Laboratory + Practice	3+0
ECTS	**4.5**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	DR. ÖĞR. ÜYESİ AYHAN ŞENGÖZ

Mode of Delivery	This course is conducted only in the form of face to face education.
Prerequisites	There is no prerequisite or co-requisite for this course.
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Orientation and Information	
Week - 2		Basic concepts	
Week - 3		Types of perception	
Week - 4		Perception theories	
Week - 5		Features of perception management	
Week - 6		Basic principles of perception management	
Week - 7		Perception management strategies	
Week - 8		Propaganda, Public Diplomacy and Soft and Hard Power	
Week - 9		Social Engineering and Political Management	
Week - 10		Perception management and media	
Week - 11		Perception management and media	
Week - 12		Perception Management Examples	
Week - 13		Perception Management Examples	
Week - 14		Discussion and evaluation	

Learning Outcomes

#	Learning Outcome
1	Knows the basic concepts of perception management
2	Knows the types of perception
3	Knows perception theories
4	Knows the features and basic principles of perception management
5	Explains perception management strategies
6	Defines the concepts of Propaganda, Public Diplomacy and Soft and Hard Power
7	Defines the concepts of Social Engineering and Political Management
8	Explains the role of the media in perception management.

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.