Course Syllabus

Code - Course Title	**İLT207U -**
Course Type	III. SEMESTER
Laboratory + Practice	0+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. RASİME AYHAN YILMAZ

Mode of Delivery	distance education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	Those interested in Persuasive Communication can take courses on advertising, brand communication, interpersonal communication, and digital communication.
Recommended Resources	Robert Cialdini (2022). İknanın Psikolojisi, MediaCat YayınlarıAnthony Pratkanis ve Elliot Aronson (2018). İkna Çağı. TheKitap Yayınları.
Work Placement	There is no work placement for the course

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Persuasion concept and definition	
Week - 2		Theories and Models of Persuasion	
Week - 3		Psychological Influence Factors of Persuasion	
Week - 4		Psychological Influence Factors of Persuasion	
Week - 5		The Source and receiver of Persuasion	
Week - 6		The source and the receiver of persuasion	
Week - 7		Mid Term	
Week - 8		Message and tha message appeals	
Week - 9		Message and the message appeals	
Week - 10		Persuasion Tactics	
Week - 11		Digital communication and persuasion	
Week - 12		Digital Communication and Persuasion	
Week - 13		Persuasion in Communication Campaigns	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	evaluate persuasion concept and its psychological and social dimensions.
2	discuss persuasion theories.
3	identify persuasive communication process in terms of source, message and receiver.
4	define non-verbal communication communication campaign from persuasion perspective.

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**