



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Social Psychology							
Course Code		BYP216		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to introduce students to the social psychology approach, the basic theories and main issues of social psychology. Scientific equipment such as effective communication, persuasion, positive impression and attitude change, which students may need in their own fields, are presented to the students from the perspective of social psychology.							
Course Content		Introducing the basic theories and concepts of social psychology, understanding how the individual is influenced by the groups and society, learning the social psychological principles and understanding the research processes in the social sciences							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Problem Solving					
Name of Lecturer(s)		Ins. Dilek SACIHAN							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Social Psychology, Prof.Dr.Salih GÜNEY
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Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of social psychology, the field and history of social psychology
2	Theoretical	Research Methods in Social Psychology
3	Theoretical	Basic Concepts of Social Psychology
4	Theoretical	Basic Theories in Social Psychology
5	Theoretical	Basic Theories in Social Psychology
6	Theoretical	Social Perception and Social Cognition
7	Theoretical	Social Impact and Social Power
8	Theoretical	Social Impact and Social Power
9	Theoretical	Self and Understanding Self
10	Theoretical	Culture and Self
11	Theoretical	Attitude and Attitude Change
12	Theoretical	Prejudice and Patterns, Motivational and Cognitive Basis of Prejudice
13	Theoretical	Social Impact: Compliance with Norms, Obeying Open Will and Obedience
14	Theoretical	Interpersonal Charm and Close Relationships
15	Theoretical	Conflict and Aggression
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	4	1	70
Midterm Examination	1	1	1	2
Final Examination	1	2	1	3
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				



Learning Outcomes

1	To be able to explain the meaning, scope and function of social psychology
2	Having an idea about the research methods used by social psychologists
3	To know the effects of environmental factors on people's emotions, thoughts and behaviors
4	To be able to discuss social impact and social power
5	Discuss attitude and attitude change
6	To be able to analyze interpersonal attractiveness and close relationships
7	To be able to discuss aggression and its origins

Programme Outcomes (Public Relations and Publicity)

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5	L6	L7
P1	3	3	2	3	4	4	3
P2	3	4	4	4	3	3	3
P3	3	3	4	4	4	3	3
P4	3	4	4	4	3	4	3
P5	2	2	2	2	2	3	2
P6	3	2	2	2	2	2	2
P7	3	4	3	4	4	3	2
P8	3	3	4	3	4	3	2

