



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Persuasive Communication							
Course Code		HIT233		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	76 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to provide the students with the concept of persuasion, the relationship between persuasion and advertising and marketing communication elements, theories explaining the operation of persuasion, preparation of persuasive messages, and the use of these messages in public relations and advertising campaigns and communication process.							
Course Content		Persuasive communication, rhetoric, motivation etc. explanation of concepts. Marketing, public relations, political communication, advertising, defense etc. to show how persuasive communication is used. Explain the points to be considered for persuasion at each stage of the persuasive communication process. Explaining the use of persuasive communication and rhetoric in the historical process.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Yüksel, Ahmet Haluk, Persuasive Communication, Asa Bookstore, 1994, Eskişehir
2	Aristotle, Rhetoric, trans .: Mehmet H. Dogan, Yapi Kredi Publications, 2008,

Week	Weekly Detailed Course Contents	
1	Theoretical	The concept of persuasion
2	Theoretical	Psychological, Social and Logical Dimensions of Persuasion
3	Theoretical	Persuasion Today
4	Theoretical	Dimensions of persuasion
5	Theoretical	Perspectives in persuasion research
6	Theoretical	Motivation and mass psychology
7	Theoretical	Content in persuasion
8	Intermediate Exam	Midterm
9	Theoretical	The role of resource in persuasive communication
10	Theoretical	Persuasion with verbal and nonverbal messages
11	Theoretical	Modern media and persuasion
12	Theoretical	Target analysis
13	Theoretical	The use of emotion and logic in persuasive communication
14	Theoretical	Use of persuasive communication in public relations and advertising
15	Theoretical	Use of persuasive communication in political communication and marketing
16	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	3	12	3	45
Midterm Examination	1	14	1	15
Final Examination	1	15	1	16
Total Workload (Hours)				76
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Evaluates the concept of persuasion and the psychological and social dimensions of persuasion
2	Knows the process and techniques of persuasive communication.
3	Persuasive communication process; describe the source message and receiver.
4	Explain the basic requirements of effective communication. List message editing policies. Express speaking and listening skills
5	Explain nonverbal communication and communication campaigns from persuasion perspective

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
P1	4	4	5	4	4
P2	5	4	5	5	5
P3	4	5	4	4	5
P4	4	3	4	4	4
P5	5	3	5	5	4
P6	3	4	5	3	5
P7	5	4	3	4	5
P8	4	5	4	3	5

