



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Persuasion and Speech							
Course Code		İKY219		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Accept the key ways to ensure mutual understanding and cooperation between individuals, effective ways of listening, Communication Processes, body language, body language and effective use of features, effective communication skills, organizational communication							
Course Content		Educate students for persuade people by speech skill.							
Work Placement		Students must have to complete their internship within the required time and properties. The required rules are describes at the Adnan Menderes University, Sultanhisar Vocational School, Student Internship Instructions.							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study					
Name of Lecturer(s)		Ins. Berna GÜNDEN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Lecturers Lesson Notes
2	CIALDINI, R., İknanın Psikolojisi (The Psychology of Persuasion), MediaCat Kitapları
3	ER, S., Temel Konuşma Teknikleri ve Diksiyon, Hayat Yayınları

Week	Weekly Detailed Course Contents	
1	Theoretical	Attitudes, persuasion and persuasive communication
2	Theoretical	Historical overview place of persuasion and persuasion in social life
	Preparation Work	Examination of course materials
3	Theoretical	Resistance to persuasion
	Preparation Work	Examination of course materials
4	Theoretical	Speaking and listening skills
	Preparation Work	Examination of course materials
5	Theoretical	Speaking and listening skills
	Preparation Work	Examination of course materials
6	Theoretical	types of speech
	Preparation Work	Examination of course materials
7	Theoretical	types of speech
	Preparation Work	Examination of course materials
8	Preparation Work	Preparation for midterm exam
	Intermediate Exam	Midterm
9	Theoretical	Optimizing the speech and generation structure of the speech
	Preparation Work	Investigation of the case study
10	Theoretical	Persuasive speech
	Preparation Work	Investigation of the case study
11	Theoretical	Persuasive speech
	Preparation Work	Investigation of the case study
12	Theoretical	Organize and creation the plan of a persuasive speech
	Preparation Work	Investigation of the case study
13	Theoretical	Sales campaign speech
	Preparation Work	Investigation of the case study
14	Theoretical	Supportive non-verbal communication as a factor in convincing speech
	Preparation Work	Investigation of the case study



15	Theoretical	An overview of the course
	Preparation Work	Semester term preparation
16	Preparation Work	Semester term preparation
	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	14	1	0	14
Midterm Examination	1	2	1	3
Final Examination	1	4	1	5
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Students gain the skill in doing a convincing marketing in selling products.
2	Students learn about the methods of the effective communication besides the professional knowledge in providing the customer satisfaction and giving friendly service to customers.
3	Apply basic elements of speaking and listening skills.
4	Can make persuasive speech planning.
5	It can support persuasive speech with nonverbal communication.

Programme Outcomes (Human Resources and Management)

1	To use theoretical and applied knowledge in the field of human resources management
2	To examine various concepts and opinions in the field of human resources management, and evaluate related data.
3	To undertake individual and group responsibility in order to solve unforeseen complex problems and issues which are confronted in application process.
4	To be able to transmit self opinions and solutions to problems in the field of human resources management via written and oral channels.
5	To support self opinions and solutions to problems by qualitative and quantitative data and share this with other professionals or nonprofessionals.
6	To benefit from other disciplines which are related to human resources management and be acknowledged about these disciplines.
7	Legislation relevant to the profession and to follow the basic law to have knowledge in the field of public administration
8	To have societal, scientific and ethical values in gathering data, planning, executing and controlling human resources management issues.
9	Develop an awareness for the need for life long learning
10	To follow national and international contemporary issues
11	To become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

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

	L1	L2
P1	5	5
P4	5	5
P5	5	5
P9	4	4
P11		4

