



**AYDIN ADNAN MENDERES UNIVERSITY  
SULTANHISAR VOCATIONAL SCHOOL  
MANAGEMENT AND ORGANIZATION  
BUSINESS ADMINISTRATION MANAGEMENT  
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	60

#### 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



14	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 (Business Administration Management)

1	Define their fundamental information and capabilities related to the Business management.
2	Command on the management functions and accounting practices theoretically and will be able to implement them practically.
3	Determine managerial/structural/legal components required to found an effective business.
4	Shall dissolve financial situation of business on basic level.
5	Use the economical information obtained in micro and macro scale, in their occupational lives.
6	Implement the developed package programs together with the fundamental information technologies related to their field.
7	Have the professional ethics in business life and business relations.
8	Reveal office order, working conditions, ability of coherence to the team work in business establishment
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	L3	L4	L5
P3	4	4	4	4	4

