AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Persuasive Communication						
Course Code	PSY221		Couse Level	Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 *(Hours)*	Theory	2	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 both 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 to use persuasive communication on issues -convincing issues 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)				
Name of Lecturer(s)							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Reha Oğuz Türkkan (2006), İkna ve Uzlaşma Sanatı, Altın Kitaplar.

Week	Weekly Detailed Course Contents	
1	Theoretical	.
2	Theoretical	.
3	Theoretical	.
4	Theoretical	.
5	Theoretical	.
6	Theoretical	.
7	Theoretical	.
8	Intermediate Exam	.
9	Intermediate Exam	.
10	Theoretical	.
11	Theoretical	.
12	Theoretical	.
13	Theoretical	.
14	Theoretical	.
15	Theoretical	.
16	Final Exam	.

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	3	2	14	48
Midterm Examination	1	5	7	12
Final Examination	1	5	10	15
			Total Workload (Hours)	75
			[Total Workload (Hours) / 25*] = **ECTS**	3

25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	
2	
3	
4	
5	

Programme Outcomes *(Retail Sale and Store Management)*

1	To have sufficient knowledge about retailing and store management.
2	Having the ability to communicate effectively with the customer.
3	To be able to identify and solve problems in retailing.
4	Learning about store management and store atmosphere.
5	Analyzing and interpreting consumer behaviors.
6	To have professional ethics and responsibility consciousness.
7	Having information about personal sales techniques.
8	Getting enough information about store design and settlement.
9	Awareness of the necessity of life-long learning; Social media, technology retailing and electronic retailing.
10	Ability to work effectively as a team, gain self-confidence to take responsibility.

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	5	4	5	4	5
P2	4	3	4	3	3
P3	5	5	5	4	4
P4	4	4	5	5	5
P5	5	5	4	4	4
P6	4	4	2	3	5
P7	5	3	3	4	4
P8	4	4	3	5	5
P9	5	3	2	4	4
P10	4	4	4	5	5