



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Persuasion Strategies							
Course Code		HİRY531		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The concept of persuasion, which forms the basis of communication, will be discussed in the context of various theories and the constituent elements, functions, tools and strategies of this action will be discussed.							
Course Content		The concepts of persuasion and persuasive communication, the function and elements of the persuasion process, persuasive elements and characteristics, the persuasion theories and persuasion strategies that change attitudes,							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Yelda Özlem KÖLGELİER							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Robert B. CIALDINI; İknanın Psikolojisi Teori ve Pratik Bir Arada, Mediacat Yayınları.
2	Mark GOULSTON; İknanın Anahtarı, Mediacat Yayınları.
3	Demet GÜRÜZ- Ayşen TEMEL EĞİNLİ; İkna Olmak, Detay Yayıncılık.
4	Özcan KÖKNEL; İnsanı Anlamak, Postiga Yayınları.

Week	Weekly Detailed Course Contents	
1	Theoretical	Persuasion and Persuasive Communication Concepts
2	Theoretical	Persuasion Processes and Elements
3	Theoretical	Persuasion and Elements
4	Theoretical	Attitude Change and Persuasion Theories
5	Theoretical	Attitude Change and Persuasion Theories
6	Theoretical	Persuasion Strategies
7	Theoretical	Persuasion Strategies
8	Intermediate Exam	Midterm Exam
9	Theoretical	Advertising and Persuasion
10	Theoretical	Persuasion in Marketing
11	Theoretical	Persuasion in Public Relations
12	Theoretical	Persuasion and Examples in Political Communication
13	Theoretical	Persuasion and Elements in Art Works
14	Theoretical	Visual Persuasion
15	Theoretical	Persuasion and Ethics
16	Final Exam	Final Exam (Final)

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Midterm Examination	1	29	1	30
Final Examination	1	29	1	30
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Learn the concept and functions of persuasion
2	Persuasion and manipulation cases can be compared
3	Persuasion and manipulation phenomena can be solved by visual semiology and text analysis methods.
4	The importance of the concept of persuasion, which plays an important role in the different disciplines hosted by the communication act
5	By analyzing visual, audiovisual and linguistic texts through a method, constructor elements will be determined.

Programme Outcomes (*Public Relations and Advertising Master*)

1	Students will be able to examine the cultural aspects of communication and conduct academic studies on it.
2	Be able to handle the message strategy in the institutional framework
3	Have knowledge about the principles of advertising, marketing principles of multimedia, internet and mobile communication.
4	Basic methods of planning and evaluation of advertising campaigns
5	Ability to interpret advertising and other marketing communications efforts
6	Gains ability in brand, brand image, brand creation and brand equity. Integrated marketing management and strategic role
7	Strategy for distribution channels, retailing and point of purchase
8	Strategy for distribution channels, retailing and point of purchase
9	Characteristics of scientific research and social phenomena
10	Creative thinking and advertising writing and related process

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

