

# PERSUASIVE COMMUNICATION

1	Course Title:	PERSUASIVE COMMUNICATION
2	Course Code:	IKNZ021
3	Type of Course:	Compulsory
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	3
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	There is no prerequisite for the course.
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. Dr. Emel KARADAĞ
15	Course Lecturers:	MYO'ların Yönetim Kurulları'nın görevlendirdiği diğer öğretim elemanları
16	Contact information of the Course Coordinator:	Öğr. Gör. Dr. Emel Karadağ Orhaneli Meslek Yüksekokulu Orhaneli/Bursa Tel: 02248173015/62418
17	Website:	
18	Objective of the Course:	The concept of persuasion and the psychological dimensions of persuasion, using the convincing communication process in terms of call center services.
19	Contribution of the Course to Professional Development:	Call centers are areas where mutual communication is intense and they try to convince each other about the problem in the calling customers. In this context, the course will contribute especially to the problem of the caller and the type of customer, which persuasion techniques will be used and ultimately to ensure a successful call management.
20	Learning Outcomes:	
	1	Evaluate the concept of persuasion and the psychological and social dimensions of persuasion.
	2	Compare persuasion theories.
	3	Persuasive communication process; describe in terms of source, message and receiver.
	4	Explain nonverbal communication and communication campaigns from persuasion perspective.
	5	At the end of this course, the student; evaluate the concept of persuasion and psychological and social boots of persuasion.
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21	Course Content:	
	<b>Course Content:</b>	
Week	Theoretical	Practice



ÖK2	1	1	4	1	1	4	1	1	1	1	1	1	1	1	1	1
ÖK3	1	4	4	4	1	1	1	1	1	1	1	1	1	1	1	1
ÖK4	1	1	4	4	1	1	1	1	1	1	1	1	1	1	1	1
ÖK5	1	4	4	1	1	3	1	1	1	1	1	1	1	1	1	1
ÖK6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
LO: Learning Objectives    PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			