	PERSUA	SIVE	COMMUNICATION					
1	Course Title:	PERSUA	ASIVE 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.					
		6						
		7						
		8						
		9						
		10						
21	Course Content:							
	Course Content:							
Week	/eek Theoretical Practice							

1				ology, a of attit		le and												
2			nics, a lience		e char	nge, co	mplia	nce										
3		e concept of persuasion, psychological, ical and social dimensions of persuasion																
4	Pers	rsuasion theories																
5		rsuasion and persuasive communication																
6	Resc	source in persuasive communication																
7	Mess	essage in persuasive communication																
8		yer, target audience in persuasive mmunication																
9	Pers	rsuasive communication process tactics																
10	Agai	ainst persuasion																
11		nverbal communication codes in rsuasive communication																
12		me and space effect in persuasive																
13		lor, status and personality in persuasive mmunication																
14	Prep	arati	on of	persu	asive	speecl	า											
22	Text	book	s. Re	ferenc	es an	d/or O	ther		"C(COMM		TION"	Anado	lu Univer	sitv	
Activites						<u> </u>	Number			 Duration (hour)			Total Work Load (hour)					
Theore	Theoretical								 +1	14 "THEORIES OF COMM			3.00 UNICATION" Anad			42.00	arsity	
Practic	racticals/Labs								0			0.00			0.00			
Self study and preperation							"c1	"COURSE NOTES"			2.00			28.00				
Homeworks								9			2.00			18.00				
							WÉ	WÊIGHT			0.00			0.00				
Field Studies							0	0			0.00			0.00				
Midterr	Midterm exams							1	40,00			1.00			1.00			
Others	S								0			0.00			0.00			
Final F	e work-project o							109				1.00			1.00			
Total W	For the second s														90.00			
Total work load/ 30 hr									0.00						3.00			
ECTS (ECTS Credit of the Course															3.00		
Contribution of Final Exam to Success Grade							60.	00										
Total	Total								10	100.00								
Measurement and Evaluation Techniques Used in the Course Measurement and evaluation is carried out according to the principles of Bursa Uludağ University Associate and Undergraduate Education Regulation.																		
24	ECTS / WORK LOAD TABLE																	
25	25 CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS																	
	F	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ1 0	PQ11	PQ12	PQ1 3	PQ14	PQ15	PQ16	
ÖK1	1		4	4	1	1	3	1	1	1	1	1	1	1	1	1	1	
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