

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

INTRO to GAMIFICATION

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTRO to GAMIFICATION	HR3114121	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assoc.Prof. Yeşim ESGİN				
Name of Lecturer(s)	Assoc.Prof. Yeşim ESGİN				
Assistant(s)	Assoc.Prof. Yeşim Eşgin				
Aim	The aim of this course is to teach participants marketing-oriented gamification strategies as well as to provide information about changing marketing components and current applications.				
Course Content	This course contains; Game Thinking & Game Design,Gamification,Game Theories ,MDA Framework,Game Mechanics,Game Dynamics,Player Types & Motivations,Designing Loyalty Campaigns,Gamification Case Studies ,Reward Planning & Discussion Session,Gamification Design Framework,Design Thinking ,In Class Applications - Q&A ,Group Presentations .				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Comprehends the general principles of gamification.			10, 13, 16, 19, 2, 37, 5	A, F	
Comprehends the general principles of game design.			13, 9	A	
Able to write gamification scenarios.			13, 19, 4, 5	F	
Able to rearrange created gamifications.			19, 5	F	
Recognizes the elements used in loyalty marketing.			10, 19	A, F	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 2: Project Based Learning Model, 37: Computer-Internet Supported Instruction, 4: Inquiry-Based Learning, 5: Cooperative Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Game Thinking & Game Design	Examining the course materials is advisable.			
2	Gamification	Key concepts must be comprehended.			
3	Game Theories	It is necessary to search relevant literature.			
4	MDA Framework	Previous topics should be reinforced.			
5	Game Mechanics	Preliminary questions must be solved.			
6	Game Dynamics	Reviewing previous lecture notes is recommended.			
7	Player Types & Motivations	Questions should be directed to the instructor.			
8	Designing Loyalty Campaigns	Course materials should be re-examined.			
9	Gamification Case Studies	Discussion topics should be reviewed.			
10	Reward Planning & Discussion Session	Must participate in group activities.			
11	Gamification Design Framework	Must participate in group activities.			
12	Design Thinking	I-The presentation preparation must be completed and presented in class.			
13	In Class Applications - Q&A	II- The presentation preparation must be completed and presented in class.			
14	Group Presentations	A general review should be done, and final questions should be asked.			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
- Gamification by Design: Implementing Game Mechanics in Web and Mobile App, Gabe Zichermann & Christopher Cunningham, 2011, O'Reilly Media,Canada
- Gamification Mindset,Ole Goethe,2019, Springer,Cham, Switzerland