

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

INTRO to GAMIFICATION

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTRO to GAMIFICATION	PR4114296	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
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)					
Aim	The aim of this course is to provide students core elements of gamification. The course allows participants to gain insights about gamification in marketing and to learn fundamentals of game design elements.				
Course Content	This course contains; Introduction to Gamification,Game & Gamification,Player Types & Motivations I,Player Types & Motivations II,Game Mechanics,Game Dynamics,Game Aesthetics,Reward Planning-SAPS,Gamification Design Framework-Octalysis,Building a Narrative in Gamification,Gamification Design Framework,Design Thinking ,Designing Loyalty Campaigns,In Class Applications - Q&A.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
After completing this course, students will: • Understand the general principles of gamification• Broaden understanding of gamification in marketing• Have knowledge about loyalty campaigns• Gain insights about Game Mechanics,Dynamics and Aesthetics			10, 13, 16, 19, 4, 5, 6, 9	E, F	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 4: Inquiry-Based Learning, 5: Cooperative Learning, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to Gamification	Examining the course materials is advisable.			
2	Game & Gamification	Key concepts must be comprehended.			
3	Player Types & Motivations I	It is necessary to search relevant literature.			
4	Player Types & Motivations II	Previous topics should be reinforced.			
5	Game Mechanics	Discussion topics should be reviewed.			
6	Game Dynamics	The articles listed should be read.			
7	Game Aesthetics	Course materials should be re-examined.			
8	Reward Planning-SAPS	Questions should be directed to the instructor.			
9	Gamification Design Framework-Octalysis	Key concepts must be comprehended.			
10	Building a Narrative in Gamification	Reviewing previous lecture notes is recommended.			
11	Gamification Design Framework	Questions should be directed to the instructor.			
12	Design Thinking	Project topics should be researched to prepare for the presentation.			
13	Designing Loyalty Campaigns	I-The presentation preparation must be completed and presented in class			
14	In Class Applications - Q&A	A general review should be done, and final questions should be asked.			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
- Gabe Zichermann and Christopher Cunningham, Gamification by Design Implementing Game Mechanics in Web and Mobile Apps, 2011 - Kevin Bell, Game On!Gamification, Gameful Design, and the Rise of the Gamer Educator, 2018 - Lecture Notes