

**School of Communication / Public Relations and Advertising (English)**

**2023 - 2024 Academic Year**

**PERSUASION STRATEGIES**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
PERSUASION STRATEGIES	PR2273460	Spring Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assoc.Prof. Yeşim ESGİN				
<b>Name of Lecturer(s)</b>	Assoc.Prof. Yeşim ESGİN				
<b>Assistant(s)</b>	Assoc.Prof. Yeşim Eşgin				
<b>Aim</b>	This course not only aims to provide students principles of persuasion strategies, but also aims giving ability to apply persuasion theories into different contexts while creating their marketing communications, advertising or digital campaigns				
<b>Course Content</b>	This course contains; Introduction to Communication & Persuasion, The Key Elements in Persuasion, Attitude, Behavior and Cognitive Dissonance, Persuasion Strategies I, Persuasion Strategies II, Persuasion Strategies III, Structuring Persuasive Messages, Persuasive Approaches in Advertising, Persuasive Approaches in Marketing Communication, The Use of Persuasion Technologies on Internet Sites, Sector Specific Comparative Analysis of Persuasion Technologies, Structuring Web Based Persuasive Messages, Course Wrap-Up, Final Team Project Presentations.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
After completing this course, students will: • be able to explain persuasion strategies • recognize the persuasive strategies used in advertising and marketing campaigns • comprehend fundamentals of web based persuasion technologies • be able to structure theory-driven persuasive messages for digital platforms			13, 16, 19, 4, 5	A, F	
<b>Teaching Methods</b>	13: Case Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 4: Inquiry-Based Learning, 5: Cooperative Learning				
<b>Assessment Methods</b>	A: Traditional Written Exam, F: Project Task				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introduction to Communication & Persuasion				
2	The Key Elements in Persuasion				
3	Attitude, Behavior and Cognitive Dissonance				
4	Persuasion Strategies I				
5	Persuasion Strategies II				
6	Persuasion Strategies III				
7	Structuring Persuasive Messages				
8	Persuasive Approaches in Advertising				
9	Persuasive Approaches in Marketing Communication				
10	The Use of Persuasion Technologies on Internet Sites				
11	Sector Specific Comparative Analysis of Persuasion Technologies				
12	Structuring Web Based Persuasive Messages				
13	Course Wrap-Up				
14	Final Team Project Presentations				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>
<p>Cialdini R, Influence: The Psychology of Persuasion,                      Eşgin Y, İkna Teknolojileri-İnternet Sitelerinde Sektörel Bazlı Karşılaştırmalı Analiz, Çizgi Kitabevi, 2018                      Cialdini, R., &amp; Goldstein, N. (2002, April). The Science and Practice of Persuasion. Cornell Hospitality Quarterly, 43, pp. 40-50.                      Lecture Notes                      * Students are required to attend the class with a minimum of 70% attendance.</p>