

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

INTRODUCTION to PSYCHOLOGY

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTRODUCTION to PSYCHOLOGY	PR3114898	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Prof.Dr. Ayşen AKYÜZ				
Name of Lecturer(s)	Lect. Mert AKYOL				
Assistant(s)					
Aim	The aim of this course is to enable students to learn basic concepts and principles, to show them the working areas of psychologists and the research methods they use, and to show them how they apply the knowledge they have obtained and the techniques they have developed to the solution of individual and social problems.				
Course Content	This course contains; Introduction to psychology, Definition and Targets of psychology, Extent of psychology, History of psychology, Modern Approaches, Scientific Research Methods, Measurement and ethics, Continuation of Week 7, Basic concept of Behavior, Biological system of behavior, Psychological development, Sensation, Perception, Continuation of Week 13.				
Course Learning Outcomes		Teaching Methods		Assessment Methods	
Discuss the basic concepts of psychology.		10, 9		A	
Discuss the basic concepts of Developmental Psychology.		16, 9		A	
Explain the research methods commonly used in psychology.		16, 9		A	
Explain daily events with psychology terminology.		16, 9		A	
Explain the main cognitive processes.		10, 9		A	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to psychology				
2	Definition and Targets of psychology				
3	Extent of psychology				
4	History of psychology				
5	Modern Approaches				
6	Scientific Research Methods				
7	Measurement and ethics				
8	Continuation of Week 7				
9	Basic concept of Behavior				
10	Biological system of behavior				
11	Psychological development				
12	Sensation				
13	Perception				
14	Continuation of Week 13				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Hilgard ve ark. (2010), Atkinson & Atkinson Psikolojiye Giriş, Arkadaş Yayınları. J. G. G. G. Zimbardo, Psikolojiye Giriş: Psikoloji ve Yaşam. (Çev. G. Sart), Nobel Akademik Yayıncılık, Ankara, 2013 Kolektif, 2023. Psikolojiye Giriş. Nobel Yayıncılık Plotnik, R. 2020. Psikolojiye Giriş. Kaknüs Yayınları Saundra K. Ciccarelli, J. Noland White. (2022). Psikoloji Bir Keşif Gezintisi, Nobel Yayıncılık Sayar K., Dinç, M. 2023. Psikolojiye Giriş. Dem Yayınları White, J. N. & Ciccarelli, S. K. (2016). Exploring Psychology, Pearson Presentations