

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

SCREENWRITING with CHATBOT

Syllabus

| Course Description | | | | | |
|---|---|--|-------------------------|---------------------------|-------------|
| Name | Code | Semester | T+A Hour | Credit | ECTS |
| SCREENWRITING with CHATBOT | PR2114114 | Fall Semester | 1+2 | 2 | 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 chatbot and to introduce them to the chatbot scenario design. The course allows participants to gain insight about conversational marketing, bot dialog flow, chatbot architecture, avatar anthropomorphism and apply them to in-app marketing communication process. | | | | |
| Course Content | This course contains; Introduction to Chatbot, Conversational Marketing & Best Practices, Chatbot Architecture & Bot Dialog Flow, Project I Announcement - Q&A Session, LAB Hour, LAB Hour, LAB Hour, In-Class Group Presentations, Influence of Avatar Anthropomorphism, LAB Hours, LAB Hours, LAB Hours, LAB Hours, In-Class Presentations. | | | | |
| Course Learning Outcomes | | | Teaching Methods | Assessment Methods | |
| Comprehends the general principles of conversational marketing. | | | 10, 19, 5, 9 | A, F | |
| Comprehends the general principles of chatbot scenario design. | | | 19, 5 | F | |
| Able to write chatbot scenarios. | | | 10, 5 | F | |
| Able to rearrange created Chatbot scenarios. | | | 13, 16, 19 | F | |
| Recognizes the elements used in conversational marketing. | | | 13, 19, 4, 5 | F | |
| Teaching Methods | 10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 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 | Introduction to Chatbot | Examining the course materials is advisable. | | | |
| 2 | Conversational Marketing & Best Practices | Key concepts must be comprehended. | | | |
| 3 | Chatbot Architecture & Bot Dialog Flow | It is necessary to search relevant literature. | | | |
| 4 | Project I Announcement - Q&A Session | Previous topics should be reinforced. | | | |
| 5 | LAB Hour | Discussion topics should be reviewed. | | | |
| 6 | LAB Hour | Questions should be directed to the instructor. | | | |
| 7 | LAB Hour | Questions should be directed to the instructor. | | | |
| 8 | In-Class Group Presentations | The presentation preparation must be completed and presented in class | | | |
| 9 | Influence of Avatar Anthropomorphism | The articles listed should be read. | | | |
| 10 | LAB Hours | Project topics should be researched to prepare for the presentation. | | | |
| 11 | LAB Hours | Project topics should be researched to prepare for the presentation. | | | |
| 12 | LAB Hours | I-The presentation preparation must be completed and presented in class | | | |
| 13 | LAB Hours | II-The presentation preparation must be completed and presented in class | | | |
| 14 | In-Class Presentations | A general review should be done, and final questions should be asked. | | | |
| Evaluation Methods | | Weight(%) | | | |
| Midterm Exam | | 40 | | | |
| General Exam | | 60 | | | |

| Resources |
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| Deepika M, Vijay Cuddapah, Amitendra Srivastava, Srinivas Mahankali, AI And ML Powering The Agents Of Automation (2019), BPB Publications, ISBN: 978-93-88511-636 Khan, Rashid, Das, Anik, Introduction to Chatbots, (2018) 10.1007/978-1-4842-3111-1_1 |