

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

GAMIFICATION APPLICATIONS

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
GAMIFICATION APPLICATIONS	PR4214757	Spring 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)	Assoc.Prof.Yeşim Esgin				
Aim	This objective is to give students a thorough understanding of the term "gamification" and how it applies to marketing and persuasive gaming.				
Course Content	This course contains; Introduction To Gamification ,Overview Of Gamification – MDA ,The Psychology of Play: Behavior And Motivation,Designing A Gamified Experience : Serious Games,Best Practices & Effective Gamified Experiences I,Best Practices & Effective Gamified Experiences II,LAB Hours,LAB Hours,Persuasive Gaming: Behavior and Decision-Making,Guest Speaker / TBD ,User Testing ,LAB Hours, In-Class Presentations.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
The goal of this course is to give students the fundamentals of gamification and its applications. The class introduces participants about gamification in marketing, persuasive gaming such as principles and techniques for using gamification to influence behavior and decision-making and also designing a gamified experience.			10, 13, 16, 19, 37, 4, 5, 9	A, F, G	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 37: Computer-Internet Supported Instruction, 4: Inquiry-Based Learning, 5: Cooperative Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, F: Project Task, G: Quiz				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction To Gamification				
2	Overview Of Gamification – MDA				
3	The Psychology of Play: Behavior And Motivation				
4	Designing A Gamified Experience : Serious Games				
6	Best Practices & Effective Gamified Experiences I				
7	Best Practices & Effective Gamified Experiences II				
8	LAB Hours				
9	LAB Hours				
10	Persuasive Gaming: Behavior and Decision-Making				
11	Guest Speaker / TBD				
12	User Testing				
13	LAB Hours				
14	In-Class Presentations				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			
Resources					
Lecture Notes					