

**School of Communication / New Media and Communication Systems**

**2024 - 2025 Academic Year**

**INTRO to GAMIFICATION**

**Syllabus**

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTRO to GAMIFICATION	YMI3114121	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<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>	The aim of this course is to teach participants marketing-oriented gamification strategies as well as to provide information about changing marketing components and current applications.				
<b>Course Content</b>	This course contains; Game Thinking & Game Design,Gamification,Game Theories ,MDA Framework,Game Mechanics,Game Dynamics,Player Types & Motivations,Designing Loyalty Campaigns,Gamification Case Studies ,Reward Planning & Discussion Session,Gamification Design Framework,Design Thinking ,In Class Applications - Q&A ,Group Presentations .				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Comprehends the general principles of gamification.			10, 13, 16, 19, 2, 37, 5	A, F	
Comprehends the general principles of game design.			13, 9	A	
Able to write gamification scenarios.			13, 19, 4, 5	F	
Able to rearrange created gamifications.			19, 5	F	
Recognizes the elements used in loyalty marketing.			10, 19	A, F	
<b>Teaching Methods</b>	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 2: Project Based Learning Model, 37: Computer-Internet Supported Instruction, 4: Inquiry-Based Learning, 5: Cooperative Learning, 9: Lecture Method				
<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	Game Thinking & Game Design	Examining the course materials is advisable.			
2	Gamification	Key concepts must be comprehended.			
3	Game Theories	It is necessary to search relevant literature.			
4	MDA Framework	Previous topics should be reinforced.			
5	Game Mechanics	Preliminary questions must be solved.			
6	Game Dynamics	Reviewing previous lecture notes is recommended.			
7	Player Types & Motivations	Questions should be directed to the instructor.			
8	Designing Loyalty Campaigns	Course materials should be re-examined.			
9	Gamification Case Studies	Discussion topics should be reviewed.			
10	Reward Planning & Discussion Session	Must participate in group activities.			
11	Gamification Design Framework	Must participate in group activities.			
12	Design Thinking	I-The presentation preparation must be completed and presented in class.			
13	In Class Applications - Q&A	II- The presentation preparation must be completed and presented in class.			
14	Group Presentations	A general review should be done, and final questions should be asked.			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

Resources	
- Gamification by Design: Implementing Game Mechanics in Web and Mobile App, Gabe Zichermann & Christopher Cunningham, 2011, O'Reilly Media,Canada	
- Gamification Mindset,Ole Goethe,2019, Springer,Cham, Switzerland	