

**School of Communication / Public Relations and Advertising**

**2023 - 2024 Academic Year**

**GAMIFICATION APPLICATIONS**

**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>	
GAMIFICATION APPLICATIONS		HR3214113	Spring 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 Esgin					
<b>Aim</b>	This course introduces participants to serious gaming and designing a gamified experience using gamification principles and techniques to influence behavior and decision-making.					
<b>Course Content</b>	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,LAB Hours,In-Class Presentations.					
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>		
Comprehends gamification applications.			10, 13, 16, 19, 37, 4, 5, 9	A, F, G		
Able to use gamification to influence behavior and decision making.			19, 4, 5	A, F		
Able to design a gamified experience.			13, 16, 4, 5	F		
Able to design scenarios using the principles of serious games.			13, 19, 5	A, F		
Able to establish the relationship between serious games and behavioral design.			13, 19, 4	A		
<b>Teaching Methods</b>	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					
<b>Assessment Methods</b>	A: Traditional Written Exam, F: Project Task, G: Quiz					
<b>Lecture Schedule</b>						
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>				
1	Introduction To Gamification	Examining the course materials is advisable.				
2	Overview Of Gamification – MDA	Key concepts must be comprehended.				
3	The Psychology of Play: Behavior And Motivation	It is necessary to search relevant literature.				
4	Designing A Gamified Experience : Serious Games	Previous topics should be reinforced.				
5	Best Practices & Effective Gamified Experiences I	Preliminary questions must be solved.				
6	Best Practices & Effective Gamified Experiences II	Questions should be directed to the instructor.				
7	LAB Hours	Must participate in group activities.				
8	LAB Hours	Must participate in group activities.				
9	Persuasive Gaming: Behavior and Decision-Making	Course materials should be re-examined.				
10	Guest Speaker / TBD	Discussion topics should be reviewed.				
11	User Testing	It is necessary to search relevant literature.				
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.				
<b>Evaluation Methods</b>			<b>Weight(%)</b>			
Midterm Exam			40			
General Exam			60			

<b>Resources</b>	
1- Lecture Notes 2- Recent Articles	