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| **Course Name** | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** |
| **Effective Communication and Persuasion Techniques** |  | 2 | 3+0 | 3 | 3 |
| Prerequisite Courses |  |
| Language of the Course | Turkish |
| Type of Course | Compulsory |
| Course Coordinator |   |
| Instructor |  |
| Course Assistants |  |
| The aim of lesson | It is aimed that students discover their own communication styles and gain awareness about their strengths and developmental aspects in communication. It is also aimed to increase their personal and corporate success thanks to the effective communication skills they have acquired. |
| Course Learning Outcomes | At the end of this course, the student;1.Defines the concept of communication and forms of communication.2.Explains the issues related to effective communication.3.Defines the role of perception in communication.4. Learns the concept of persuasion and the psychological and social dimensions of persuasion.5. Understands the persuasive communication process and uses persuasion methods.6. Explain verbal and nonverbal communication and communication campaigns from the perspective of persuasion. |
| Course Content | Listen and understand effectively in communication, effective communication techniques, the concept of persuasion and persuasion techniques  |
| **Weeks** | **Topics** |
| one | Communication and Understanding Correctly |
| 2 | Effective Communication and Telling Correctly |
| 3 | Virtual Communication |
| 4 | Effective Communication and Gender |
| 5 | Quality in Communication |
| 6 | Speaking and Listening in Effective Communication |
| 7 | Persuasive Communication and Influencing |
| 8 | Psychological, Social and Logical Dimensions of Persuasion |
| 9 | Source and Message in Persuasive Communication |
| 10 | Receivers of the Message in Persuasive Communication |
| 11th | Tactics Used in Persuasive Communication |
| 12 | Types of Evidence Used in Persuasive Communication |
| 13 | Nonverbal Communication: The Foundation of Effective Communication and Persuasion |
| 14 | Communication Campaigns and Persuasion |
| 15 | An overview |

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| **General Competencies** |
| Students are expected to understand the main topics of this course and use it in their fields and applications. |
| **resources** |
| Eroğlu, E., Ataizi, M., Akıncı, NA, Yüksel, AH (2019). *Effective communication techniques* . Anadolu University Press, Eskisehir. |
| **Evaluation System** |
| It is stated in the syllabus at the beginning of the semester. |

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| **WITH PROGRAM LEARNING OUTCOMES****COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** |
| **LO1** | 3 | 2 | 5 | 2 | 3 | 2 | 4 | 3 | 4 | 2 | 2 |
| **LO2** | 3 | 2 | 5 | 2 | 3 | 2 | 4 | 3 | 3 | 2 | 2 |
| **LO3** | 3 | 2 | 5 | 2 | 3 | 2 | 4 | 3 | 3 | 2 | 2 |
| **LO4** | 3 | 3 | 5 | 2 | 3 | 2 | 4 | 3 | 3 | 2 | 2 |
| **LO5** | 3 | 3 | 5 | 3 | 3 | 2 | 5 | 3 | 3 | 2 | 2 |
| **LO6** | 3 | 3 | 5 | 4 | 3 | 2 | 5 | 3 | 3 | 2 | 2 |
| **REVENGE: Learning Outputs OP: Program Outputs** |
| **Contribution****level** | **1 Very Low** | **2 Low** | **3 Medium** | **4 High** | **5 Very High** |

Relation of Program Outcomes and Related Course

|  |  |  |  |  |  |  |  |  |  |  |  |
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| **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** |
| Effective Communication and Persuasion Techniques | 3 | 3 | 5 | 3 | 3 | 2 | 4 | 3 | 3 | 2 | 2 |

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