

Content

| Course Code | Course Name  | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|--|----------|--------|----------|-----|--------|------|
| RPS 541     | Persuasion Strategies and digital communication management | 1        | 3      | 0        | 0   | 3      | 6    |

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|------------------------|--|
| Prerequisites          |  |
| Admission Requirements |  |

|                         |  |
|-------------------------|--|
| Language of Instruction | Turkish  |
| Course Type             | Compulsory   |
| Course Level            | Masters Degree   |
| Objective               | The course examines persuasions strategies which is a part of the social psychology research. The course provides the dynamics of attitude change, interpersonal communication and discuss persuasions strategies in assistance of different examples from the business world and the political history. |
| Content                 |  |
| References              |  |

Theory Topics

| Week | Weekly Contents |
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