

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

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 differents exemples from the business world and the political history.
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References	

Theory Topics

Week	Weekly Contents
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