

UNDERGRADUATE COURSE DETAILS

Course Title: Social Influence and Interpersonal Communication				Code :		Faculty : Faculty of Economic and Administrative Sciences and All Faculties		
						Programme: All Programs		
Education and Teaching Methods							Credits	
Lecture	Application	Lab.	Project/ Field Study	Homework	Other	Total	Credit T+A+L=Credit	ECTS
3	-	-	-	1		3		
Semester		Spring Term		Language			Turkish	
Course Type	Basic Scientific ☐	Scientific ☐	Technical Elective ☐				Social Elective ☒	X
Course Objectives	To develop effective communication skills of students							
Learning Outcomes and Competencies	Effective communication skills and knowledge							
Textbooks and/or References	• Sosyal Hayvan – David Brooks (Çev. Orhan Düz) • Social Psychology- Arosen vd. • İletişim Psikolojisi-İbrahim Zeyd Gercik							
ASSESSMENT CRITERIA								
Theoretical Courses			Project Course and Graduation Study					
	If any, mark as (X)	Percent (%)		If any, mark as (X)	Percent (%)			
Midterm Exams	X	30	Midterm Exams					
Quizzes		-	Midterm Controls					
Homework	X	10	Term Paper					
Term Paper, Project Reports, etc.	-	-	Oral Examination					
Laboratory Work	-	-	Final Exam					
Final Exam	X	60	Other					
Week	Subjects							
1	Basic Concepts about Communication							
2	Communication Process							
3	Social Psychology							
4	Social Perception, Social Cognition							
5	Social Impact and Social Power							
6	Personality (Ego)							
7	Social Perception							
8	Midterm Exams							
9	Midterm Exams							
10	Social Cognition							
11	Violence and Aggression							
12	Altruistic Behaviours							
13	Negotiation Techniques							
14	Effective Communication Management							
Instructor/s	Doç. Dr. Oya İnci BOLAT /Business Administration and Management							
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