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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Etkili İletişim ve İkna Teknikleri** | |  | 2 | 3+0 | 3 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Öğrencilerin kendi iletişim biçimlerini keşfetmeleri ve iletişimde güçlü ve gelişime açık yönleri hakkında farkındalık kazanmaları amaçlanmaktadır. Yine edindikleri etkili iletişim becerileri sayesinde kişisel ve kurumsal başarılarını artırmak hedeflenmektedir. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1.İletişim kavramını ve iletişim biçimlerini tanımlar.  2.Etkili iletişim ile ilgili konuları açıklar.  3.İletişimde algının rolünü tanımlar.  4.İkna kavramını ve iknanın psikolojik ve toplumsal boyutlarını öğrenir.  5.İkna edici iletişim sürecini anlar ve ikna yöntemlerini kullanır.  6.Sözlü ve sözsüz iletişimi ve iletişim kampanyalarını ikna perspektifinden açıklar. | | | | | | | Dersin İçeriği | İletişimde etkli dinle ve anlama, etkili iletişim teknikleri, ikna kavramı ve ikna teknikleri | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | İletişim ve Doğru Anlamak | | | | | | | 2 | Etkili İletişim ve Doğru Anlatmak | | | | | | | 3 | Sanal İletişim | | | | | | | 4 | Etkili İletişim ve Toplumsal Cinsiyet | | | | | | | 5 | İletişimde Kalite | | | | | | | 6 | Etkili İletişimde Konuşma ve Dinleme | | | | | | | 7 | İkna Edici İletişim ve Etkileme | | | | | | | 8 | İknanın Psikolojik, Toplumsal ve Mantıksal Boyutları | | | | | | | 9 | İkna Edici İletişimde Kaynak ve Mesaj | | | | | | | 10 | İkna Edici İletişimde Mesajın Alıcıları | | | | | | | 11 | İkna Edici İletişimde Kullanılan Taktikler | | | | | | | 12 | İkna Edici İletişimde Kullanılan Kanıt Türleri | | | | | | | 13 | Sözsüz İletişim: Etkili İletişim ve İknanın Temeli | | | | | | | 14 | İletişim Kampanyaları ve İkna | | | | | | | 15 | Genel Tekrar | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Eroğlu, E., Ataizi, M., Akıncı, N.A., Yüksel, A.H. (2019). *Etkili iletişim teknikleri*. Anadolu Üniversitesi Yayınları, Eskişehir. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | **PÇ11** | | **ÖÇ1** | 3 | | 2 | 5 | | 2 | 3 | | 2 | 4 | | 3 | 4 | | 2 | 2 | | **ÖÇ2** | 3 | | 2 | 5 | | 2 | 3 | | 2 | 4 | | 3 | 3 | | 2 | 2 | | **ÖÇ3** | 3 | | 2 | 5 | | 2 | 3 | | 2 | 4 | | 3 | 3 | | 2 | 2 | | **ÖÇ4** | 3 | | 3 | 5 | | 2 | 3 | | 2 | 4 | | 3 | 3 | | 2 | 2 | | **ÖÇ5** | 3 | | 3 | 5 | | 3 | 3 | | 2 | 5 | | 3 | 3 | | 2 | 2 | | **ÖÇ6** | 3 | | 3 | 5 | | 4 | 3 | | 2 | 5 | | 3 | 3 | | 2 | 2 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | **PÇ11** | | Etkili İletişim ve İkna Teknikleri | 3 | 3 | 5 | 3 | 3 | 2 | 4 | 3 | 3 | 2 | 2 | |