

ÇAĞ UNIVERSITY
FACULTY OF ECONOMICS & ADMINISTRATIVE SCIENCES

Code	Course Name	Credit	ECTS
ITL 407	Commercial Communication	3 (3-0-0)	6
Prerequisites		None	
Language of Instruction		English	Mode of Delivery Face to face
Type and Level of Course		Required - 4 th Year/Fall Semester	
Lecturers	Name(s)	Lecture Hours	Office Hours Contacts
Course Coordinator	Instructor Bertan KAYNATMA	Tues: 1:30-4:20 Thurs: 9:40-12:30	Thurs: 13-16 bkaynatma@gmail.com
Course Objective	Course aims to equip the students with the necessary knowledge to analyze and produce administrative correspondence and to write and present a speech suited to a business purpose.		
Learning Outcomes of the Course		Students who have completed the course successfully should be able to	Relationship
			Prog. Output Net Effect
	1	create business correspondence.	1 5
	2	analyze audience and adapt messages to them	1&5& 8 5 & 5
	3	recognize the managerial functions of communication	1 & 3 5 & 3
	4	produce a well-organized persuasive presentation	1 & 2 & 3 5 & 4 & 4
	5	design documents,slides and screens	2 & 7 & 8 5 & 5 & 5
	6	Write clearly and concisely in business style	1 & 2 5 & 5
	7	adapt their message to the audience	1 & 5 5 & 4
8	recognize the cost of correspondence	3 5	
Course Description: The course focuses on the importance of administrative communication:writing letters,reports and preparing slides and screens.Studenst gain the ability and methods to analyze audience and information, and they learn to structure, write, and present an effective persuasive presentation.			
Course Contents:(Weekly Lecture Plan)			
Weeks	Topics	Preparation	Teaching Methods
1	Introduction to Syllabus, Importance of Business Writing and Communication	Lecture notes Locker Ch. 1	Presentation & Discussion Lecture Q&A Writing and Speaking Activity
2	Business Communication, Management, and Success and the 5 Steps to Successful Writing	Coursepack Unit 2 Locker Ch. 1	Presentation & Discussion Lecture Q&A
3	Business Style	Lecture notes	Presentation & Discussion Lecture Q&A
4	Business Letters	Coursepack Unit 1 Locker Appendix A	Presentation & Discussion Lecture Q&A Writing Activity
5	Adapting Your Message to Your Audience	Coursepack Unit 3 Beebe Ch. 5 Locker Ch. 2	Presentation & Discussion Lecture Q&A Group Writing Activity
6	Adapting Your Message to Your Audience	Coursepack Unit 3 Beebe Ch. 5 Locker Ch. 2	Presentation & Discussion Lecture Q&A Group Writing Activity
7	Making Your Writing Easy to Read Introducing Final Persuasive Speech	Coursepack Unit 4 Locker Ch. 5	Presentation & Discussion Lecture Q&A
8	Making Your Writing Easy to Read Final Presentation Methods of Development, Outlining,and Research	Coursepack Unit 4 Locker Ch. 5 Topic Selection	Presentation & Discussion Lecture Q&A
9	Oral Presentations and Determing your Purpose	Locker Ch. 19 Lecture notes Basic Outline	Presentation & Discussion Lecture Q&A
10	Persuasion Theories: Ethos, Logos, Pathos	Locker Ch. 11 Beebe Ch. 16-17 Lecture notes	Presentation & Discussion Lecture Q&A
11	Persuasion Strategies in Business Speeches	Locker Ch. 11 Beebe Ch. 16-17 Lecture notes Full Outline	Presentation & Discussion Lecture Q&A
12	Designing Visuals,Slides, and Screens Memorable Introductions and Conclusions	Beebe Ch. 9-10, 14 Lecture notes	Presentation & Discussion Lecture Q&A
13	Delieri: Using Body language and voice effectively	Beebe Ch. 13 Lecture notes	Presentation & Discussion Lecture Q&A Demonstration

14	Presentation practice and feedback	----	Practice
REFERENCES			
Textbook	Locker, K., & Kaczmarek, S. (2014). <i>Business communication</i> (1st ed.). New York, NY: McGraw-Hill Irwin. Beebe, S., & Beebe, S. (2013). <i>Public Speaking Handbook</i> (1st ed.). New York: Pearson.		
Course Notes	Coursepack Units 1-8 Available		
ASSESSMENT METHODS			
Activities	Number	Effect	Notes
Midterm Exam	1	30%	
Activities in Class	4	12%	
Assignments	2	8%	
<i>Effect of The Activities</i>		40%	
<i>Effect of The Final Exam</i>		50%	
ECTS TABLE			
Contents	Number	Hours	Total
Hours in Classroom	14	3	42
Hours out Classroom	14	5	70
Assignments	2	8	16
Midterm Exam	1	20	20
Final Exam	1	30	30
			Total
			178
			Total / 30
			=178/30=5.93
			ECTS Credit
			6
RECENT PERFORMANCE			

