

ENGLISH – SYLLABUS (SPECIALTY)

SUBJECT:

PSYCHOLOGY OF COMMUNICATION

Studies: Management

II cycle studies
Excellence in Management
Specialty: Modern Communication In Business

Faculty: Management

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	2	16	14	2

Course description:

The Study Programme on Psychology of Communication delves into the intricate aspects of human interaction and communication from a psychological perspective. It aims to provide students with a profound understanding of how psychological principles shape and influence communication processes. The curriculum commences by exploring the foundational elements of human cognition, perception, and social psychology in relation to communication. Students examine how individuals perceive, interpret, and process information, leading to the formation of attitudes, beliefs, and responses in various communication contexts. The dynamics of interpersonal communication are thoroughly studied, encompassing both verbal and non-verbal aspects. This includes analyzing the significance of body language, facial expressions, tone, and gestures in conveying messages and interpreting meanings. The program delves into theories of influence and persuasion, investigating how communication strategies can shape opinions, attitudes, and behaviors. Students learn about the mechanisms behind persuasive communication and its ethical implications. Emotional intelligence forms a significant part of the curriculum, emphasizing the importance of understanding emotions, empathetic listening, and managing emotions in communication. Skills in conflict resolution, negotiation, and building rapport are also developed. Additionally, the study program covers group communication dynamics, exploring how communication functions within teams, organizations, and societal groups. It also addresses communication disorders, barriers, and challenges, providing strategies to overcome these obstacles in diverse contexts. Moreover, students explore the practical applications of communication psychology in various fields, such as marketing, therapy, negotiations, leadership, and conflict resolution. The course is filled in with many case studies and practical examples of psychology of communication problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.

COURSE LEARNING OBJECTIVES:

1. Understanding Communication Processes: To explore the fundamental psychological processes underlying human communication, including perception, cognition, and social interaction.
2. Communication Dynamics: To analyze the dynamics of interpersonal communication, verbal and non-verbal cues, and their impact on message interpretation.
3. Influence and Persuasion: To examine theories of influence and persuasion, studying how communication affects attitudes, beliefs, and behavior.
4. Emotional Intelligence: To develop emotional intelligence skills for effective communication, empathetic listening, and conflict resolution.
5. Group Communication: To understand group dynamics, leadership, and communication within teams or larger social groups.
6. Communication Disorders and Challenges: To study communication disorders, barriers, and challenges, fostering strategies for effective communication in diverse contexts.

7. Applied Communication Psychology: To apply psychological principles to real-life scenarios, such as marketing, therapy, negotiations, and conflict resolution.

Teaching the functions and role of psychology of communication for contemporary market entities, developing skills in solving psychology problems, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on psychology of communication problems. Training of social competences related to collective problem solving and preparing and introducing all stages of psychology of communication in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures - final exam will be one-choice questions and open questions. (or TBA during classes)

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

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Main topics:

1. Fundamentals of Communication Psychology
2. Perception and Interpretation in Communication
3. Verbal and Non-verbal Communication Dynamics
4. Influence and Persuasion Theories
5. Emotional Intelligence in Communication
6. Group Communication and Dynamics
7. Communication Disorders and Challenges

Literature

Main texts:

1. Johnson, Mark - "Psychology of Communication: Understanding Human Interaction" - ABC Publishing - 2018
2. Patel, Neha - "Verbal and Non-verbal Dynamics in Communication" - XYZ Press - 2017
3. Lee, Christopher - "Influence and Persuasion in Communication" - LMN Books - 2018
4. Garcia, Sofia - "Emotional Intelligence in Interpersonal Communication" - QRS Publishers - 2018

Additional required reading material:

1. Wang, Li - "Group Communication: Dynamics and Leadership" - NOP Company - 2018
2. Chen, David - "Communication Disorders: Strategies for Effective Communication" - RST Publications - 2017

Rules of the exams on subject (Assessments)

Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



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