



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Agricultural Extension and Communication							
Course Code		TİS210		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	102 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Techniques for improving standard of living of rural residents to teach adult education. Programming will be held for this purpose and how to carry out activities to gain knowledge and skills to students. Students in this context; education publishing features, agricultural extension program planning process, communication process, expected to have information about extension methods.							
Course Content		The concept and philosophy of agricultural extension, agricultural extension systems and approaches, the contribution of rural development, agricultural extension, principles of agricultural extension work, subject areas, the development of the world and Turkey, communication techniques, the adoption and diffusion of innovations, extension methods of individual and group extension methods, program planning, monitoring and evaluation.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	Tarımsal Yayım ve Haberleşme ders notu, Prof.Dr.Cemal Taluğ, Prof.Dr.Hasan Tatlıdıl. Ankara Üniversitesi
2	Tarımsal Yayım ve Haberleşme, Yrd.Doç.Dr.Orhan Özçalbaş, Prof.Dr.Yaşar Gürgen, Baki Kitabevi.
3	Tarımsal Yayım ve Haberleşme Ders Kitabı Prof.Dr.Tayfun Özkaya, Ege Üniversitesi.
4	Tarımsal Yayım ve Haberleşme, Prof.Dr.Ayşen Olgun

Week	Weekly Detailed Course Contents	
1	Theoretical	Agricultural extension, basic principles, objectives and subject areas
2	Theoretical	Role in development of agricultural extension in rural
3	Theoretical	Information flow process of agricultural extension
4	Theoretical	Agricultural extension program planning
5	Theoretical	Agricultural extension approaches
6	Theoretical	Introduction and spread of innovations (the decision-making process. Adoption process)
7	Theoretical	characteristics of innovations
8	Intermediate Exam	Midterm Exam
9	Theoretical	The definition and properties of communication
10	Theoretical	Publishing tools and methods (individual, group and mass methods and properties)
11	Theoretical	Publishing tools and methods (individual, group and mass methods and properties)
12	Theoretical	Publishing tools and methods (individual, group and mass methods and properties)
13	Theoretical	Extension program planning
14	Theoretical	Extension program planning
15	Theoretical	Agricultural extension work of the world and Turkey
16	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	2	3	75
Assignment	2	0	2	4
Midterm Examination	1	7	1	8



Final Examination	1	14	1	15
Total Workload (Hours)				102
[Total Workload (Hours) / 25*] = <b>ECTS</b>				4
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	To be able to determine requirements to meet the needs of individuals in rural areas and to prepare program publication
2	To be able to introduce and spread innovations for the rural areas of skills gained by the students
3	To be able to apply the agricultural approaches in Turkey and the world.
4	To be able to gain the abilities of preparations of extension programs, execution, evaluation skills and gain the ability to serve rural areas
5	To gain the ability to conduct studies with different disciplines

### Programme Outcomes (Agricultural Management)

1	To be able to use basic knowledge about agricultural, the struggle to preserve and marketing
2	To be able to use theoretical and practical knowledge gained in the basic fields of farm management
3	To be able to take duties and responsibilities at all levels of the agricultural business management
4	To be able to comprehend economic problems of agriculture, have the abilities of data collection, analysis, interpretation and project based solution production
5	Ability to predict and interpret the potential effects of national and international economical and political developments on Turkish agricultural sector
6	Having necessary skills for management and planning of agricultural and rural development projects
7	To be able to collaborate with stakeholders at producer and institutional levels to improve communication and education
8	To be able to use computer programs and technology to an adequate level required by business practices
9	To be able to comprehend knowledge of law that is necessary for farm management field and to be able to use this information
10	To be able to apply professional, moral values and sense of social responsibility
11	To be able to work independently in the major by communicating effectively through expressing ideas orally and written.

### Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	3	4	3	5	3
P2	3	4	3	5	4
P3	3	4	5	5	4
P4	5	5	5	5	3
P5	5	5	5	5	4
P6	5	5	5	5	5
P7	5	5	5	5	5
P8	5	5	3	3	5
P9	5	4	5	4	2
P10	2	2	3	2	2
P11	5	5	5	5	3

