



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Organizational Communication							
Course Code		HIT112		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		This course aims to provide students with adequate knowledge about organizational communication							
Course Content		.The concept of organizational communication and gain competency in communicating with business life 2. Factors that impede effective communication in organizations 3.To have a knowledge about Organizational Conflict techniques							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Ins. Hüseyin Emin KURNAZ							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	1. Örgütsel İletişim, Özlem Güllüoğlu
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Week	Weekly Detailed Course Contents	
1	Theoretical	Communication and Communication Models
2	Theoretical	communication Functions
3	Theoretical	Perception and Persuasive Communication
4	Theoretical	Conformity Behavior And Obedience
5	Theoretical	The Concept of Organizational Communication
6	Theoretical	Objective and functions of communication in organizations
7	Theoretical	Ways of Communication in Organizations
8	Theoretical	Ways of Communication in Organizations
9	Theoretical	Importance of communication in organizations
10	Theoretical	Factors that impede effective communication in organizations
11	Theoretical	Organizational Conflict
12	Theoretical	Effective Speaking and Listening
13	Theoretical	Public Relations as an organizational form of communication
14	Theoretical	Stress Management in Organizational Communication
15	Theoretical	Time Management in Organizational Communication
16	Final Exam	final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	1	42
Midterm Examination	1	14	1	15
Final Examination	1	17	1	18
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	1.The concept of organizational communication and gain competency in communicating with business life
2	Factors that impede effective communication in organizations



3	To have a knowledge about Organizational Conflict techniques
4	Recognizes and evaluates different theoretical perspectives on organizational communication.
5	Illustrate the elements of successful organizational communication.

Programme Outcomes (Public Relations and Publicity)

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

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	3	3
P2	5	4	5	3	4
P3	3	4	5	4	3
P4	2	3	4	2	2
P5	5	3	2	1	2
P6	4	2	5	1	2
P7	4	4	2	3	4
P8	3	5	3	4	4

