



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Introduction To Communication							
Course Code		HIT101		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course, theoretical knowledge about human relations and communication to enable a positive and an effective human relations skills to establish and maintain effective communication with contributors							
Course Content		Beside theoretical knowledge of human relations and communication to enable a positive and effective human relations skills to establish and maintain effective communication with contributors							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Lec. Seil UTMA							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	General communication. Concepts and Models, Associate Professor. Hasan Tutar
2	General and Technical Communication, Dr. İrfan Mısırlı
4	Instructor's lecture notes

Week	Weekly Detailed Course Contents	
1	Theoretical	Describe and idea of communications
2	Theoretical	Types of Communication
3	Theoretical	Obstacles of communication
4	Theoretical	Factors Affecting Self-Disclosure
5	Theoretical	Models of communication
6	Theoretical	Elements of Communication Process and Communication
7	Theoretical	Factors Affecting Communication
8	Intermediate Exam	midterm exam
9	Theoretical	Effects of Negative Attitudes and the attitude of Communication
10	Theoretical	Facilitating Communication and the Effects Of Attitudes
11	Theoretical	The Importance of Empathy and Empathy in Human Relations
12	Theoretical	Effective Communication Skills,
13	Theoretical	Defensive Characteristics and Effects of Open Communication,
14	Theoretical	Impact of Body Language in Communication
15	Theoretical	Nonverbal communication
16	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Midterm Examination	1	7	1	8
Final Examination	1	10	1	11
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	To understand the importance of human relationships and the need, be aware of the relationship between mental health and human relations,
2	To know and understand yourself and others, self-site and provide a convenient way to open, to know the communication process and the elements,
3	To teach interpersonal communication techniques
4	Learning to communications models
5	Learning to verbal and nonverbal communications tools

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

