



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|--|----------------------|--|---|----------------------------------|---|------------|---|
| Course Title | | Occupational Ethics | | | | | | | |
| Course Code | | HIT115 | | Couse Level | | Short Cycle (Associate's Degree) | | | |
| ECTS Credit | 4 | Workload | 102 (<i>Hours</i>) | Theory | 3 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | | General information about the transfer of the concept and framework of business ethics | | | | | | | |
| Course Content | | 1. To have general information related to occupation 2. To have general information on such as topics: Press ethics, academic ethics, medicine ethics | | | | | | | |
| Work Placement | | N/A | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation), Discussion, Individual Study | | | | | |
| Name of Lecturer(s) | | Ins. Recep ÖZÇELİK | | | | | | | |

Assessment Methods and Criteria

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

Recommended or Required Reading

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| 1 | 1. Meslek Etiği, Nuran Öztürk Başpınar... |
| 2 | 2. Çalışma Yaşamından Örnek Olaylar |

| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|---------------------------------------|
| 1 | Theoretical | What is Ethical? |
| 2 | Theoretical | Ethics And Morality |
| 3 | Theoretical | Ethical Systems |
| 4 | Theoretical | Ethical Systems |
| 6 | Theoretical | Professional Ethics |
| 7 | Theoretical | Ethics in Public Relations Work Areas |
| 8 | Intermediate Exam | midterm exam |
| 9 | Theoretical | Public Relations Professional Ethics |
| 10 | Theoretical | Press Publication Ethics |
| 11 | Theoretical | Academic Ethics |
| 12 | Theoretical | Ethics Violation |
| 13 | Theoretical | Ethics Violation |
| 14 | Theoretical | Ethical Legal Procedures |
| 15 | Theoretical | Case Studies |
| 16 | Final Exam | final exam |

Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---------------------------------------|----------|-------------|----------|----------------|
| Lecture - Theory | 14 | 2 | 3 | 70 |
| Seminar | 2 | 0 | 9 | 18 |
| Midterm Examination | 1 | 5 | 1 | 6 |
| Final Examination | 1 | 7 | 1 | 8 |
| Total Workload (Hours) | | | | 102 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 4 |

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

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| 1 | 1. To have general information related to occupation |
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|---|--|
| 2 | Learning to occupational ethic rules |
| 3 | 2. To have general information on such as topics: Press ethics, academic ethics, medicine ethics |
| 4 | Learning to general ethic rules to the life |
| 5 | Learning to occupational rules about public relations |

Programme Outcomes (Public Relations and Publicity)

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| 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/campaings and process on public relations, advertising and marketing for an organization. |
| 8 | 8. Gradutaes 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 | 2 | 2 | 4 | 4 |
| P2 | 2 | 3 | 2 | 4 | 5 |
| P3 | 2 | 3 | 2 | 5 | 5 |
| P4 | 5 | 5 | 5 | 5 | 5 |
| P5 | 1 | 2 | 1 | 2 | 2 |
| P6 | 1 | 2 | 1 | 2 | 2 |
| P7 | 2 | 3 | 2 | 3 | 3 |
| P8 | 1 | 4 | 1 | 4 | 3 |

