



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Administration							
Course Code		TAK208		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	80 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To teach students general characteristics of public administration and their principles and give basic knowledge about administrative working principles.							
Course Content		General knowledge of topics underneath will be given: <ul style="list-style-type: none">• General characteristics of public administration• Important principles of public administration• Turkey's administrative construction							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study, 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	ÖKTEM, Kemal (2011) "Kamu Yönetimi" İmaj Yayıncılık
---	---

Week	Weekly Detailed Course Contents	
1	Theoretical	General characteristics of public relations
2	Theoretical	General characteristics of public relations
3	Theoretical	Important principles of public relations: Centralized Management, Local Management
4	Theoretical	The administrative construction of Turkey: General knowledge about centralized Management
5	Theoretical	President: duties and power; General Secretariat of the Presidency
6	Theoretical	Council of ministers: Duties and Power
7	Theoretical	Presidency
8	Intermediate Exam	Midterm exam
9	Theoretical	Presidency: Duties and Power
10	Theoretical	Helping organizations in the center and their features
11	Theoretical	The organization of provincial centralized Management: County, city,district
12	Theoretical	Decentralized Management organizations in Turkey
13	Theoretical	Service place of Board of directors
14	Theoretical	Regulative and Supervisory organizations
15	Theoretical	Reform movements in public relations

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Midterm Examination	1	7	1	8
Final Examination	1	15	1	16
Total Workload (Hours)				80
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to analyse general characteristics of public administration
---	--



2	to be able to comprehend the important principles.
3	To have knowledge about government management.
4	understanding the functioning of Public Administration
5	To have knowledge about management science.

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
P1	3	3
P2	2	2
P3	3	3
P4	4	4
P5	1	1
P6	3	3
P7	1	1
P8	1	1

