



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Research Method and Techniques							
Course Code		HIT217		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	2	Practice	1	Laboratory	0
Objectives of the Course		The aim of this course is to provide the students with the ability of researching, report preparation and presentation in front of an audience, related to a particular subject and within the framework of particular rules. Besides, students will improve their theoretical and practical skills related to their chosen topic for the thesis.							
Course Content		Scientific research methods- data collection methods- data analysis methods- rules of scientific report writing- effective presentation techniques- individual research							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)		Prof. Akan YANIK							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Lecturer's Notes
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Week	Weekly Detailed Course Contents	
1	Theoretical	Course description, requirements and principles
2	Theoretical	Definition and content of scientific research
3	Theoretical	Steps of Scientific Research
4	Theoretical	Types of Research and Data Collection Methods
5	Theoretical	Data Collection and Sampling Methods
6	Theoretical	Literature Review
7	Theoretical	Preparation of an Outline and Essays of Outlining
8	Intermediate Exam	Midterm
9	Theoretical	Preparation of Questionnaires
10	Theoretical	Preparation of Tables and Graphics, Calculation of Mean, Percentage and Index Values
11	Theoretical	Formal Structure of Research Report
12	Theoretical	Source Demonstration Methods
13	Theoretical	Effective Presentation Techniques and Using Visual Materials
14	Theoretical	Individual Study
15	Theoretical	Individual Study

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	4	1	70
Midterm Examination	1	12	1	13
Final Examination	1	16	1	17
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Will be able to explain the stages of scientific research process.
2	To learn scientific report writing techniques



3	Will be able to explain the basics of scientific research. Explain sources of information and ways of accessing information. Define the concepts of science, scientific method and scientific research.
4	Explain the types of scientific research. Explain the general characteristics of quantitative and qualitative research. Compares the quantitative and qualitative research approaches.
5	Will be able to explain ethical principles in scientific research.

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

	L2
P1	3
P2	2
P3	3
P4	3
P5	5
P6	4
P7	2
P8	3

