



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|--|----------------------|-------------|---|----------------------------------|---|------------|---|
| Course Title | | Training Study | | | | | | | |
| Course Code | | HIT210 | | Couse Level | | Short Cycle (Associate's Degree) | | | |
| ECTS Credit | 8 | Workload | 195 (<i>Hours</i>) | Theory | 0 | Practice | 2 | Laboratory | 0 |
| Objectives of the Course | | Enhance students theoritical knowledge by field experience | | | | | | | |
| Course Content | | Professional Practices | | | | | | | |
| Work Placement | | Yes | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Case Study | | | | | |
| Name of Lecturer(s) | | Prof. Akan YANIK | | | | | | | |

Assessment Methods and Criteria

| Method | Quantity | Percentage (%) |
|--------|----------|----------------|
| Report | 1 | 100 |

Recommended or Required Reading

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| 1 | lecture notes |
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| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|-----------------------------------|
| 1 | Practice | Work place internship application |
| 2 | Practice | Work place internship application |
| 3 | Practice | Work place internship application |
| 4 | Practice | Work place internship application |
| 5 | Practice | Work place internship application |
| 6 | Practice | Work place internship application |
| 7 | Practice | Work place internship application |
| 8 | Practice | Work place internship application |

Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---------------------------------------|----------|-------------|----------|----------------|
| Land Work | 30 | 0 | 6.5 | 195 |
| Total Workload (Hours) | | | | 195 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 8 |

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

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|---|---|
| 1 | Having practical experience in public relations and related fields |
| 2 | Get to know the sector |
| 3 | To be able to use original sources of information related to the field. |
| 4 | Learning the technical details of the sector |
| 5 | Setting a career goal |

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. |



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| 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 | 5 | 5 |
| P2 | 5 | 5 |
| P3 | 5 | 5 |
| P4 | 4 | 4 |
| P5 | 3 | 3 |
| P6 | 4 | 4 |
| P7 | 5 | 5 |
| P8 | 5 | 5 |

