



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Communication In Healthcare							
Course Code		AN106		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	76 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		In this course, the concept of public relations which has an important place in the creation and maintenance of image and reputation in health institutions, its relations with other fields, its place and importance in the organization, public relations activities, communication tools, press relations and protocol applications will be given. The aim of this course is to enable students to comprehend the place and importance of public relations in the conduct of their professions and to gain the knowledge and skills to plan and implement various public relations activities.							
Course Content		The aim of this course is to enable students to comprehend the place and importance of public relations in the conduct of their professions and to gain the knowledge and skills to plan and implement various public relations activities.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Ins. Aslı ÇANAĞCI, Ins. Nuray GİDER, Ins. Tuğçe OKTAV							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Bıçakçı, İ. (2002) .Communication and Public Relations. Istanbul: Media Cat Publications.
2	Cinarlı, İnci, (2008), Health Communication and Media, Nobel Publication Distribution, Ankara.

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic Concepts of Public Relations and Introduction to Health Communication
2	Theoretical	Health Communication as an Interdisciplinary Field
3	Theoretical	Health Communication Theory and Micro Level Models
4	Theoretical	Health Communication Theory and Micro Level Models
5	Theoretical	Health Communication Theory
6	Theoretical	Health Communication Theory and Applied Models
7	Theoretical	Public Relations and Health Communication Campaign Process
8	Intermediate Exam	Midterm Exam
9	Theoretical	Other Issues in Health Communication
10	Theoretical	Interpersonal Communication Perspective of Health Communication
11	Theoretical	Health Communication and Ethics
12	Theoretical	Media and Health
13	Theoretical	problems in health communication
14	Theoretical	problems in health communication
15	Theoretical	problems in health communication

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	3	2	70
Midterm Examination	1	2	1	3
Final Examination	1	2	1	3
Total Workload (Hours)				76
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Define the concept of health communication in health organization structures, media and quality studies.
2	Analyze medical and social information together by integrating health communication activities with his / her area of ?? expertise.
3	Define and apply the concepts of verbal and nonverbal communication, motivation, appeal, interpersonal communication.
4	By adopting the internal and external management processes with Health Communication, can gain competence about being a brand in health.
5	Students will gain practical competence about psychology, communication between patients, physicians and health care workers.

Programme Outcomes (Medical Documentation and Secretarial Practices)

1	Write and pronounce medical terms correctly.
2	Collect data of medical statistics and report the results periodically after analyzing them scientifically.
3	Learn basic structure of human body and important system diseases.
4	Know principles and rules of medical secretaryship. Protect patients' rights and privacy.
5	Use Turkish and body language in a correct and effective way.
6	Run internal and external correspondence of the foundation, keep the files of the documents after classification, organize them and archive in line with filing techniques.
7	Establish verbal and written communication inside the foundation and out of foundation.
8	Make the coding procedure of diseases and health problems according to existing international classification systems.
9	Run the counseling services for patients and their relatives.
10	Solve the problems that are encountered in work life quickly and effectively.
11	Use the necessary equipment for professional practices such as computer and office devices effectively.
12	Improve professional knowledge and skills continuously.
13	Executes any patient registration-documentation processes
14	Makes archiving operations
15	Prepares medical documents
16	Knows Turkish history and Atatürk's revolutions.
17	Adapt to team work in application areas.
18	Knows and defines diseases.
19	Have general information about the world and biological formations.
20	English speaking writer

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P4	4		5	5	4
P5		5	5	5	4
P6		5	5	5	
P7		5	5	5	5
P8	4				
P9	5	5	5	5	5
P10	5		5	5	5
P12	4	5	5	5	5
P13		5		5	5
P17	4		5	5	

