



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 (Environmental Health)

1	They have the appropriate level of knowledge about the basic sciences which has an interaction with the environment and the environment itself.
2	They have gained the basic concepts, skills and qualifications in the Environmental health theoretical and practical lessons. And then they can establish the connections that are necessary to protect the environment and people's health in the light of these competencies.
3	They can use the approaches and the information of basic and applied research in different disciplines. They can follow the innovations and developments in their field, and have self-development competency with the terms of the day.
4	They know and apply the analysis methods used in the evaluation of environmental factors (drinking water, waste water treatment, air pollution, meteorological data, land values, food control, radiation measurement, etc.).
5	They have a professional and ethical consciousness, and have the ability to recognize the environmental problems and also can formulate a solution to these problems. They apply the gained knowledges and skills faced in real life situations, transfers the knowledge to individuals around, and wins the life-long learning behavior.
6	They are able to use their professional knowledge in their lives and behave sensitively toward the local and global environmental problems and effectively uses to the legislation and management tools the necessary for the solution.
7	Gained the ability to adapt the changing in a positive way themselves, to understand the core values and cultures of the society which are living. Sensitive to the universal and the social values, interests of the country, have adopted the concept of sustainable development, environmentally conscious, productive, behaves aware of the ethical and professional responsibility.
8	Provides a healthy interact of individual, society and the environment and take responsibility in the necessary situations for the continuity.
9	They gain the ecologically-based solving skills the problems and the delays that may arise in interaction with each other of living and nonliving environment. Interests of local and national, and Ecological and historical values of our country, and contribute to the protection and the development of them.
10	Exhibits the appropriate behaviours for the protection and the development of plants, animals, and inanimate environment, and the especially human health.
11	Knows the value of energy for life, recognizes the types of energy, and have conscious of the importance, using and dissemination of renewable energy sources.
12	Knows the properties of information and communication technologies, and uses them in the process efficiently and professionally.
13	They aware of the democracy, rule of law, human rights, the national and universal cultural characteristics, and sensitive towards to the nature, society and people.
14	Knows the importance of Atatürk's principles and reforms, make them a way of life.
15	Uses effectively the Turkish in speaking and writing.
16	Has at least one foreign language ability to be able to follow the knowledge in their profession and to communicate with colleagues.
17	To have the appropriate knowledge of medical sciences at the level of interest, to use specific medical terms and terminology of 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
P12	5	5	5		
P13				3	3

