



## 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 (First and Emergency Aid )**

1	To be able to be aware of their professional authorities and responsibilities.
2	To be able to use the principles of individual and organizational communication skills.
3	To be able to define the emergency medical services and the pre-hospital emergency medical system devices used in Turkey and the world .
4	To be able to perform physical assessment of the patient and primary and secondary inspection.
5	To be able to apply the methods of handling and transportation of the patient
6	To be able to recognize the rules of the general approach to trauma patients and to be able to be capable of handling and maintenance of trauma equipment.
7	To be able to recognize emergency vehicles' mechanical and technical equipment and to be able to drive emergency vehicles.
8	To be able to identify the principles of pre-hospital emergency care in cases of environmental emergencies.
9	To be able to identify the principles of pre-hospital emergency care in medical emergencies.
10	To be able to analyze the ECG rhythm and apply the principles of pre-hospital emergency care for rhythm Disorders.
11	To be able to recognize and apply the pre-hospital emergency care drugs and fluids.
12	To be able to identify basic life support applications, Advanced Life Support applications and Advanced air way applications.
13	To be able to recognize the principles of pre-hospital emergency during disasters.
14	To be able to protect and maintain the highest level of physical and mental health.
15	To be able to recognize human anatomy and physiology.
16	To be able to develop good communication and human relations skills with colleagues and patients.
17	To be able to apply Infection Control Methods and check infectious situations of emergency vehicles and equipment, ensure the conditions of asepsis-antisepsis and pre-hospital emergency care with Infectious Diseases.
18	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
P2	4	4	4	4	4
P16	4	4	4	4	4

