



## 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 Laboratory Techniques)**

1	To be able to have sufficient back ground in medical laboratory techniques and medical laboratory branches (biochemistry, microbiology, parasitology, sitogenetiketc.);the ability to use theoretical and practical knowledge in these fields.
2	To be able to have the basic theoretical and practical knowledgeand other resources have been supported applications and tools based on secondary-level qualifications gained in the field of Medical Laboratory Techniques Program to-date text boks containing formations
3	To be able to have basic knowledge about structure and function of systems in human, to analyse these data on tissue, cell and diseases.
4	To be able to analyse the medical samples necessary for physicians by using tools, equipment and techniques at the diagnostic and the rapeutic laboratories of health agencies and evaluate the data.
5	To be able to use the medical laboratoy tools and equipments according to rules and technics, and make controls and maintenance of them
6	To be able to perform basic tests of related different medical laboratories, prepare solutions.
7	To be able to perform proper sample collection and transport procedures for the medical laboratory tests from the patient.
8	To be able to perform preanalytical sample preparation procedure, prepare inspection preparations, perform disinfection and sterilization
9	To be able to interpret and evaluate data, define and analyze problems, develop solutions based on research and proofs by using acquired basic knowledge and skills with in the field.
10	To be able to have knowledge about work organization and carry out related practice in medical laboratories
11	To be able to carry out laboratory safety protocols, take individual safety precaution and create safe laboratory environment.
12	To be able to gain the ability to apply by viewing and evaluating the processes related to his/her fields in public and private sector.
13	To be able to gain the awareness of the necessity of life long learning, ability to follow developments in science and technology and self-renewal.
14	To be able to help laboratory experts and medical scientists for their researches
15	To be able to be aware of individual and public health, environmental protection and job security issues, under standing the basic level of the relationship.
16	To be able to grasp principles of Atatürk and there volutions, to ensurenational, ethical, spiritual and cultural values, to adopt to universal and contemporary developments
17	To be able to communicate efficiently for medical service and speak Turkish efficiently.
18	To be able to communicate in English at basic level, utilize foreign language on occupational practice
19	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
P9	3	3	3	3	3
P10	5	5	5	5	5
P11	2	2	2	2	2
P13	3	3	3	3	3
P15	3	3	3	3	3
P17	5	5	5	5	5

