



## 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. Ebru DERECELİ, Ins. Nuray GİDER, Ins. Tuğçe OKTAV, Lec. Şengül ŞENTÜRK							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### 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	Theoretical	problems in health communication
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

### 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	Understands the basic operation, organization, and safety rules of the medical laboratory; takes personal safety precautions and ensures a safe laboratory environment.
2	Accepts samples in the medical laboratory, performs pre-analysis preparation, ensures proper transfer conditions, and delivers results.
3	Performs basic tests in various fields of the medical laboratory, prepares analytical solutions, and effectively uses devices and techniques involved in the analysis process.
4	Applies disinfection and sterilization techniques, ensures laboratory hygiene, and complies with waste management procedures.
5	Evaluates and interprets the results of analyses and prepares laboratory reports in accordance with professional ethical principles.
6	Possesses fundamental knowledge of health sciences and effectively uses medical terminology in professional applications.
7	Communicates effectively in healthcare services, works well in teams, and uses Turkish proficiently; has a basic level of foreign language proficiency in professional applications. Embraces Atatürk's principles and reforms, adopts national, moral, spiritual, and cultural values, and maintains an open perspective toward universal and contemporary developments.
8	Keeps up with advancements in science and technology, continuously updates professional knowledge and skills, and engages in self-improvement.
9	Is aware of individual and public health, environmental protection, and occupational safety issues and fulfills responsibilities in these areas.
10	Possesses awareness of career management and lifelong learning within an academic context.

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

	L1	L2	L3	L4	L5
P1	3	2	2	2	2
P2	2	2	2	2	2
P3	2	3	2	2	2
P4	2	2	2	2	2
P5	3	3	3	3	3
P6	4	4	3	3	3
P7	5	5	5	5	5
P8	3	3	3	4	4
P9	4	4	4	5	4
P10	3	4	3	3	3

