



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|--|------------|--|---|----------------------------------|---|------------|---|
| 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

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| 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

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|---|--|
| 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 (Dialysis)

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| 1 | To be able to comprehend the duties and responsibility of dialysis technicians. To be able to work in a team with members of other health professions. |
| 2 | To be able to acquire a general knowledge of human anatomy, physiology and biochemistry |
| 3 | To be able to gain knowledge of blood-borne infectious diseases, especially infectious diseases such as hepatitis and universal prevention methods |
| 4 | To be able to have knowledge of blood-borne infectious diseases, especially infectious diseases such as hepatitis and universal prevention methods |
| 5 | To be able to recognize hemodialysis machine, and have knowledge and skills will be used it during operation of dialysis |
| 6 | To be able to have the knowledge of application on peritoneal dialysis and skills be able to train patient on this. |
| 7 | To be able to acquire dialysate characteristics, have necessary skills on preparation and application |
| 8 | To be able to gain the knowledge and skills on the basic principles of water treatment, application methods, and control of purified water as a level of practitioner |
| 9 | To be able to comprehend the principles of patient care, complications during dialysis operation what patients may be encounter and perform necessary knowledge and skills to take necessary measures to protect patient from these complications. |
| 10 | To be able to gain knowledge and equipment related to educating on problems that the long-term dialysis patients may have. |
| 11 | To be able to understand periodic examinations during the follow up dialysis patients and recognize pathologies in the early period, and have the knowledge and skills to take necessary precautions in time |
| 12 | To be able to have the knowledge of the dialysis patients, physiological, social and psychological problems, and perform necessary support skills on these issues for the patient |
| 13 | In general to be able to comprehend the knowledge of, drugs, dosage, side effects, and toxic effects, routes of administration of drugs and drug use in patients with chronic renal failure |
| 14 | To be able to acquire a high level knowledge of fluid and electrolyte problems with general issues nephrology, acid-base balance disorder, nephrology and urology kidney disease, chronic and acute renal failure. |
| 15 | To be able to comprehend the methods of diagnosis and treatment of diseases of the system, and have knowledge of fighting and protecting from especially problems that can be seen in dialysis patients as level of practitioner and getting patient compliance. |
| 16 | To be able to have knowledge of statistics and research methods as a level of following the developments, monitoring and interpreting scientific publications. |
| 17 | To be able to gain the knowledge of foreign language as a level of communicating and following developments. |
| 18 | To be able to be willing to self-improvement as an individual committed to the principles and reforms of Atatürk and keeping on the some of the rules of social life, customs and traditions, depending on the interests of the country on their own interests as a member of society, |

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 | 2 | 2 | 2 | 2 | 2 |
| P10 | 4 | 4 | 4 | 4 | 4 |
| P12 | 2 | 2 | 2 | 2 | 2 |
| P18 | 1 | 1 | 1 | 1 | 1 |

