



## 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 (Dialysis)**

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

