



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 (Anesthesia)

1	To be able to recall basic knowledge about human anatomy
2	To be able to recall the knowledge about Atatürk's principles and the history of Turkish Revolution
3	To be able to recall the knowledge about ethical and moral values
4	To be able to recall the knowledge of Turkish grammar and be able to use it
5	To be able to communicate effectively with patient, their family, and own team
6	To be able to control, use, and maintain the anesthesia machines
7	To be able to recall the information about anesthesia application in the system diseases
8	To be able to recall the issues that needed to be considered in follow-up of patients in intensive care.
9	To be able to make the patients' care in intensive care
10	To be able to apply the cardiopulmonary resuscitation.
11	To be able to apply the drug, liquid and blood to the patient.
12	To be able to apply nasogastric tube to the patient and to aspirate.
13	To be able to assist the implementation of general anesthesia to patient.
14	To be able to recall the drugs used in general and regional anesthesia and learn to use them safely.
15	PO15. Can help during the maintenance, ending and post anaesthesia process.
16	Can help the practices of anesthesia and sedation outside the operation room.
17	Can communicate at the basic level of a foreign language and use this language in his job.
18	Be able to communicate at a basic level in a foreign language and be able to use this language in professional fields
19	To have the appropriate knowledge of basic 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
P5	5	5	5	5	5

