



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 Imaging Techniques)

1	To be able to get information the working principles of Radiology, Nuclear Medicine and Radiotherapy devices, and distinguish their components, use these devices in accordance with operating instructions.
2	To be able to perform the procedures in accordance with the examination of Radiology and Nuclear Medicine imaging .
3	To be able to apply the radiotherapy treatment, planned by radiation physicist with instruction of radiotherapist.
4	To be able to develop and perform the film printing of the images that obtained by imaging techniques of Radiology, Nuclear Medicine
5	To be able to evaluate the images that obtained by imaging techniques of Radiology, Nuclear Medicine in terms of radiographic quality and takes the necessary measures.
6	To be able to know the medical and radiologic terminology, and pronounce and use them correctly
7	To be able to take the necessary measures in accordance with the rules of Radiation safety and protection from radiation, and apply them.
8	To be able to distinguish the anatomical structures on images, obtained by the conventional and cross-sectional imaging techniques of Radiology, Nuclear medicine.
9	To be able to communicate well with patient, their family and the hospital staff.
10	To be able to move with own professional duties, powers and responsibilities of the consciousness and apply the rules of professional ethics.
11	To be able to adapt to a multi-disciplinary team work.
12	To be able to have a basic knowledge of human physiology.
13	To be able to distinguish anatomical structures.
14	To be able to establish a cause-and-effect relationship between events.
15	To be able to have the ability of analytical thinking and problem solving.
16	To be able to apply the basic principles of first aid.
17	It has basic knowledge about human anatomy
18	Understanding the basic concepts and principles of physics while providing, in the medical field and in particular medical imaging students better understand the issues involving technical vocational courses
19	OHS 'basic concepts; work accidents, occupational diseases, occupational physicians, occupational safety specialist, İSGB, OSGB, hazard classes, risk assessment, OHS employee representatives is
20	Have basic knowledge about basic medical practices and makes applications

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	5	5	5	5	5

