



AYDIN ADNAN MENDERES UNIVERSITY
BOZDOĞAN VOCATIONAL SCHOOL
MARKETING AND ADVERTISING
MARKETING
COURSE INFORMATION FORM

Course Title	Turkish Language II								
Course Code	TD104	Course Level			Short Cycle (Associate's Degree)				
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	This course aims to teach students the basic skills of understanding and expression, allow reading and analysis of texts, teach the methods of preparing projects and useful methods of preparing essays and presentations and also to allow the students to acquire the ability to correctly use Turkish in terms of language- thought in written and verbal expressions.								
Course Content	Types and features of written and verbal expressions, presentations of their samples, problems with expression and sentence structure in Turkish.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Individual Study								
Name of Lecturer(s)	Assoc. Prof. Bilge AYRANCI, Lec. Yüksel GİRGIN, Ins. Birsen DOĞAR, Ins. Cevriye FADİLOĞLU, Ins. Fatma SİNECEN, Ins. Gökhan TÜRK, Ins. Hakan DEĞİRMENCI, Ins. Hamza ÖZKAN, Ins. Mustafa EROL, Ins. Nilay AKAY GÖKALP								

Prerequisites & Co-requisites

Co-requisite	TD103
Equivalent Course	TD102

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Final Examination	1	100

Recommended or Required Reading

1	Prof. Dr. Gürer Gülsevin, Doç. Dr. Erdoğan Boz, Türk Dili ve Kompozisyon I-II , Tablet Yayınları, Konya 2006.
2	Süer Eker, Çağdaş Türk Dili, Grafiker Yayınları, İstanbul, 2006
3	Prof. Dr. Muharrem Ergin, Türk Dil Bilgisi, Bayrak Yayınları, İstanbul, 2006
4	Yazım Kılavuzu TDK Yayınları, Ankara 2008.

Week	Weekly Detailed Course Contents	
1	Theoretical	Diction communication, communication items and types, elements preventing communication, basic concepts and terms related to speech.
2	Theoretical	Physical elements and practical studies that enable voice to be formed
3	Theoretical	Breathing training and breath control, practical exercises. Emphasis, intonation, stop, intersection, melody.
4	Theoretical	Psychological, psychological, social and cultural elements and practical studies that enable voice to be formed
5	Practice	Features that need to be found in the speaker. Other concepts related to speech. Use of the body in conversation, nonverbal communication. Look, eye contact, face expression.
6	Theoretical	Use of the body in conversation, nonverbal communication and applied studies. Touch, walk, interpersonal distance.
7	Theoretical	Use of the body in conversation, nonverbal communication and applied studies. Impression, persuasion.
8	Theoretical	Speak unprepared. Applied studies. In the phone, in the community, in the first encounter.



9	Theoretical	Speak unprepared. Applied studies. Magazines, newspapers, short films, advertisements, etc. expressing personal feelings and thoughts on it.
10	Theoretical	Speak unprepared. Applied studies. Appropriate speech applications will be made to the faculty or the contents of the sections. For example, patientdoctor relationship in the medical faculty, worker engineer-based applications in engineering will be processed.
11	Theoretical	Prepared talk. Applied studies. Impromptu Speech Practices (photos, cartoons, posters, advertisements, posters, etc.) - telling personal feelings and thoughts on the move.
12	Theoretical	Prepared Speaking Practices (Speech, Declaim, Speaking Before the Community, Debate)
13	Theoretical	Prepared talk. Applied studies. (Open Session, Forum, Panel)
14	Theoretical	Prepared talk. Applied studies. (SymposiumColloquium.)
15	Theoretical	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	1	6	1	7
Individual Work	2	2	2	8
Final Examination	1	6	1	7
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to obtain general information about essays and skills of planning to be used in essay writing
2	To be able to use words and word groups in an effective way in written and verbal expressions
3	To be able to understand the importance of correct word order in Turkish
4	To be able to apply problem-solving methods to chosen sentences and pieces from works of literature and books
5	To be able to learn the defining characteristics of literature and distinguish the similarities and differences of these types
6	To gain the ability to use Turkish as a tool for written and verbal expressions
7	To learn that Turkish is one of the worlds important languages and examples of important literary works in this language
8	To allow active participation in their educational period by giving responsibility

Programme Outcomes (Marketing)

1	To be able to Utilize the theoretical information they have acquired in applications and practices
2	To be able to manage a process effectively to meet the demands
3	To be able to work in a group cooperatively, even if the work requires the involvement of team members from interdisciplines
4	To be able to Identify vocational problems and resolve them effectively
5	To be able to comply with occupational ethics and sense of responsibility
6	To be able to access and assess sectoral problems
7	To be able to be aware of legal regulations, and comply with them
8	To be able to develop the skill of effective Communicating
9	To be able to utilize communication and information technologies, as well as other technologies and equipment
10	To be able to plan and carry out vocational processes
11	To be able to display their vocational self-confidence at work place and develop the skill of having entrepreneurship personality
12	To be able comprehend, appreciate and comply with cultural and social responsibilities
13	To be able to develop an awareness for the need for life long learning
14	To be able to follow national and international contemporary issues
15	To be able to become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

