



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

Course Title	English Through Skills I								
Course Code	YD103	Course Level			Short Cycle (Associate's Degree)				
ECTS Credit	2	Workload	56 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	This is an A1 (beginner) level course. This course is intended to enable the basic learners to learn and acquire the grammar topics and the words at level A1, as well as to use them effectively in combination with the skills combined with real life conditions. Communicative approach is emphasized.								
Course Content	This course provides students with the opportunity to study basic subjects such as introducing oneself, greeting, talking about places where they live, numbers, colors, speaking about their families, talking about activities and hobbies, talking about topics such as days, weeks, months. Throughout the course, students are introduced to basic grammatical subjects such as have got/has got, the verb "be", possessive adjectives, there is / are, imperative sentences, modal verb (can), quantitative adjectives (some, any), contrast conjunction (but) and simple present tense.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Case Study, Project Based Study, Individual Study								
Name of Lecturer(s)	Ins. Ali Cemal AĞ, Ins. Barış ÇAVUŞ, Ins. Beyhan SEZER, Ins. Cansın ÇALIŞKAN, Ins. Ercan YILMAZ, Ins. Esmâ ACUN, Ins. Fethiye EFENDİ KIR, Ins. Göksele TURAN, Ins. Gülsün POYRAZ SOFRACI, Ins. Hasan Ulvi EVREN, Ins. Hatice KURT, Ins. Hayri ARGUNAT, Ins. Lütfi SARAÇ, Ins. Mehmet Burak OKŞAR, Ins. Mehmet KOLTAŞ, Ins. Mehmet Niyazi YAĞMUR, Ins. Mine GERGÜN, Ins. Murat MADAK, Ins. Nilüfer KARADAVUT, Ins. Nursel ÖZEN, Ins. Özlem DİLAVER, Ins. Özlem MADAK, Ins. Pınar UĞUR, Ins. Rıdvan KORKUT, Ins. Saim ÖZKAN, Ins. Sevim EVREN, Ins. Sibel KARASULU, Ins. Soner SOFRACI, Ins. Yasir YAREN, Ins. Yıldız BAL								

Prerequisites & Co-requisites

Equivalent Course	YD101
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Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Final Examination	1	100

Recommended or Required Reading

1	https://aduzem.adu.edu.tr/
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Week	Weekly Detailed Course Contents	
1	Theoretical	Alphabet + Numbers
2	Theoretical	Greeting + Introducing Yourself
3	Theoretical	The simple present form of "To Be"
4	Theoretical	Wh- Questions With The Verb "Be"
5	Theoretical	This-That-These-Those
6	Theoretical	Plural and Irregular Nouns + Adjectives
7	Theoretical	Possessive Adjectives and Possessive 's + Vocabulary About Family
8	Theoretical	There is / There are + Vocabulary About Places In Towns
9	Theoretical	Quantifiers (Some, Any) + Ordinal Numbers
10	Theoretical	Prepositions of Time and Place + Months of the Year
11	Theoretical	Positive and Negative Imperatives + Telling Time
12	Theoretical	The Modal Verb (Can / Can't) + Vocabulary About Sports
13	Theoretical	Contrast Conjunction (But) + Dates
14	Theoretical	Simple Present Tense (Positive and Negative) + Hobbies
15	Theoretical	Simple Present Tense (Interrogative Sentences and Short answers) + Interests

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	3	0	45



Final Examination	1	10	1	11
			Total Workload (Hours)	56
			[Total Workload (Hours) / 25*] = ECTS	2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to introduce themselves and greet people in different ways.
2	To be able to talk about their hometown and where they live, ask people where they live and where they are from and what their nationality and language are.
3	To be able to talk about the family members using personal pronouns, possessive adjectives and "have got / has got"
4	To be able to talk about free time activities and hobbies, tell their favourite hobbies and ask people about their favourite activities and hobbies.
5	To be able to talk about the days of week and the months of year, tell their birthdays and important days and say which days and months they like or dislike.
6	To be able to tell the places in a city and their locations, and ask people where they are.
7	To be able to ask and tell the time and arrange a meeting with someone.
8	To be able to talk about their abilities and which sport activities they can do and can't do.
9	To be able to form an imperative sentence

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

