



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

Course Title	Communication								
Course Code	PZL105			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	5	Workload	125 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	The student, verbal, nonverbal, written, formal, non formal and communicating between the inside and the outside organization to gain qualifications.								
Course Content	Oral communication, written communication, nonverbal communication which is the formal (formal) to communicate non-formal (informal) to communicate, communicate with outside organizations								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study, Individual Study								
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Sabuncuoğlu, Zeyyat ve Murat Gümüş (2008), Örgütlerde İletişim, 1. Baskı, Arkan Yayıncılık, İstanbul
2	Mısırlı; İrfan (2010), Genel ve Teknik İletişim, 5. Baskı, Detay Yayıncılık, Ankara
3	Koçel, Tamer (2010), İşletme Yöneticiliği, 12. Baskı, Beta Basım, İstanbul.
4	Tutar, Hasan ve M.Kemal Yılmaz (2010), Genel İletişim

Week	Weekly Detailed Course Contents	
1	Theoretical	To communicate verbally
2	Theoretical	To communicate verbally
3	Theoretical	Communicate in writing
4	Theoretical	Communicate in writing
5	Theoretical	To establish a Non-Verbal Communication, Written Communication
6	Theoretical	Non-verbal communication to establish
7	Theoretical	Non-verbal communication to establish
8	Intermediate Exam	Midterm
9	Theoretical	Formal (Formal) to communicate
10	Theoretical	Formal (Formal) to communicate with non- formal (informal) to communicate
11	Theoretical	Non-Formal (informal) to communicate
12	Theoretical	Non-Formal (informal) to communicate
13	Theoretical	Communicate outside the organization
14	Theoretical	Communicate outside the organization
15	Theoretical	To communicate verbally
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	3	20	0	60
Term Project	1	17	0	17
Midterm Examination	1	0	10	10



Final Examination	1	0	10	10
			Total Workload (Hours)	125
			[Total Workload (Hours) / 25*] = ECTS	5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to Communicate with individual
2	To be able to acquire an Organizational communication skill
3	To be able to Communicate in writing
4	To be able to acquire a Formally communicate skill
5	To be able to acquire a non-formal communication skill

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

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	5	5	5	5	5
P2		3	3	3	3
P3	5	3	5	5	5
P4	5	5	5	5	5
P5	4	5	5	4	5
P6	5	3	3	3	3
P7	3	3	3	3	3
P8	4	4	4	4	4
P9	3	3	4	3	4
P10	3	3	3	3	3
P11	4	5	5	5	5
P12	5	5	5	5	5
P13	3	3	3	3	3
P14	5	3	5	5	5
P15	5	5	5	5	5

