



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

Course Title	Ethics of Occupation								
Course Code	HAT153			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	1. To teach students the meaning of the concept of ethics and how it is handled in the historical process. 2. To ensure that ethical values are adopted against the situations that students may encounter in the field of communication. 3. Public relations professional ethics by showing case studies and students to provide comments.								
Course Content	Ethics and Morality, Ethic Systems, International Ethical Systems, Professional Ethics, Public Relations Professional Ethics, Journalism Ethics, Academic Ethics, Ethics Contrary Behavior, Ethical Related Legal Procedures, today's Press and Media Ethics Practice of Formats in Turkey, Working Life Leaders - Employee Ethical Issues / Case Study								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, 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	Meslek Etiği, Öztürk Başpınar, N., Çakıroğlu, D., Ankara, 2011.
2	Meslek Etiği, Ekici, Kenan M., Ankara, 2012.

Week	Weekly Detailed Course Contents	
1	Theoretical	What is Ethics? Conceptual Expansion of Ethics, Communication and Ethics
2	Theoretical	Ethics And Morality, Determination of Ethical Principles and Rules in Communication
3	Theoretical	Ethical Systems
4	Theoretical	Ethical Theories
6	Theoretical	Ethics and Professional Ethics, Examples of Professional Ethics
7	Theoretical	Ethics in Public Relations Work Areas
8	Intermediate Exam	Midterm Exam
9	Theoretical	Press Publication Ethics
10	Theoretical	Academic Ethics
11	Theoretical	Ethics Violation
12	Theoretical	Ethics Violation
13	Theoretical	Ethical Legal Procedures
14	Theoretical	Press and Media Ethics in the Practice of Modern Turkey Formats
15	Theoretical	Ethical Issues Between Manager and Employee in Working Life / Case Study
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	1	6	0	6
Midterm Examination	1	11	1	12



Final Examination	1	14	1	15
			Total Workload (Hours)	75
			[Total Workload (Hours) / 25*] = ECTS	3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to possess information about ethical systems.
2	To be able to possess knowledge about the ethical profession.
3	To be able to possess general information on issues such as press ethics, academic ethics, medical ethics.
4	To be able to define the concepts of professional ethics and social responsibility.
5	To be able to interpret the results of unethical behaviors in professional life.

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

