



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

|                                                  |                                                                                                                     |          |            |              |   |                                  |   |            |   |
|--------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|----------|------------|--------------|---|----------------------------------|---|------------|---|
| Course Title                                     | Environment Protection                                                                                              |          |            |              |   |                                  |   |            |   |
| Course Code                                      | İSÜ155                                                                                                              |          |            | Course Level |   | Short Cycle (Associate's Degree) |   |            |   |
| ECTS Credit                                      | 2                                                                                                                   | Workload | 50 (Hours) | Theory       | 2 | Practice                         | 0 | Laboratory | 0 |
| Objectives of the Course                         | To enable the students to gain knowledge and skill about the rules of protecting the environment and public health. |          |            |              |   |                                  |   |            |   |
| Course Content                                   | In lessons, students will be learned how the environment stay naturally with our processes on it.                   |          |            |              |   |                                  |   |            |   |
| Work Placement                                   | N/A                                                                                                                 |          |            |              |   |                                  |   |            |   |
| Planned Learning Activities and Teaching Methods | Explanation (Presentation), Demonstration                                                                           |          |            |              |   |                                  |   |            |   |
| Name of Lecturer(s)                              | Lec. Okan ERTOSLUK, Prof. Süleyman AYPAK                                                                            |          |            |              |   |                                  |   |            |   |

#### Assessment Methods and Criteria

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

#### Recommended or Required Reading

|   |                                                                                                      |
|---|------------------------------------------------------------------------------------------------------|
| 1 | Kocataş, A., 2012.Çevre Biology, Ege University, Dora Publications, Bursa, 597 p.                    |
| 2 | BOZYIGIT, R., KARAASLAN, T. 1998. Environmental Information, Nobel Publication Distribution, Ankara. |
| 3 | GÜNEY, E. 2004. Environmental Problems, Nobel Publication Distribution, Ankara.                      |
| 4 | KAHRAMAN, N., TURKAY, O. 2004. Tourism and Environment, Detail Publishing, Ankara.                   |
| 5 | KELEŞ, R., HAMAMCI, C. 2002. Environmental Science, Imge Publishing.                                 |

| Week | Weekly Detailed Course Contents |                                                                                   |
|------|---------------------------------|-----------------------------------------------------------------------------------|
| 1    | Theoretical                     | Environmental Information Regulations                                             |
| 2    | Theoretical                     | Environmental Information Regulations                                             |
| 3    | Theoretical                     | Environmental Information Regulations                                             |
| 4    | Theoretical                     | Risk Analysis                                                                     |
| 5    | Theoretical                     | Risk Analysis                                                                     |
| 6    | Theoretical                     | Waste Storage                                                                     |
| 7    | Theoretical                     | Waste Storage                                                                     |
| 8    | Intermediate Exam               | Mid-term Exam                                                                     |
| 9    | Intermediate Exam               | Mid-term Exam                                                                     |
| 10   | Theoretical                     | Personal Protection                                                               |
| 11   | Theoretical                     | Personal Protection                                                               |
| 12   | Theoretical                     | International Health and Safety Alerts, Occupational Health and Safety Regulation |
| 13   | Theoretical                     | International Health and Safety Alerts, Occupational Health and Safety Regulation |
| 14   | Theoretical                     | International Health and Safety Alerts, Occupational Health and Safety Regulation |
| 15   | Theoretical                     | International Health and Safety Alerts, Occupational Health and Safety Regulation |
| 16   | Theoretical                     | Final Exam                                                                        |
| 17   | Theoretical                     | Final Exam                                                                        |

#### Workload Calculation

| Activity            | Quantity | Preparation | Duration | Total Workload |
|---------------------|----------|-------------|----------|----------------|
| Lecture - Theory    | 13       | 1           | 2        | 39             |
| Midterm Examination | 1        | 3           | 1        | 4              |



|                                         |   |   |   |    |
|-----------------------------------------|---|---|---|----|
| Final Examination                       | 1 | 5 | 2 | 7  |
| Total Workload (Hours)                  |   |   |   | 50 |
| [Total Workload (Hours) / 25*] = ECTS   |   |   |   | 2  |
| *25 hour workload is accepted as 1 ECTS |   |   |   |    |

### Learning Outcomes

|   |                                                                 |
|---|-----------------------------------------------------------------|
| 1 | Compliance with environmental and human health protection rules |
| 2 | To be able to understand environmental regulations              |
| 3 | To understand the importance of waste storage                   |
| 4 | To be able to understand International Health and Safety Alerts |
| 5 | Lists the types of pollution of natural resources               |

### 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 |

