



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

Course Title	Ethics of Occupation								
Course Code	İSÜ252			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 is aimed to gain competencies related to professional ethics.								
Course Content	The concepts of ethics and morality, ethical systems, the factors involved in the formation of morality, professional ethics, professional results from corruption and unethical behavior in professional life, by examining the concept of social responsibility to inform the student.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion								
Name of Lecturer(s)	Ins. Meltem ÖZTÜRK AYDIN								

#### Assessment Methods and Criteria

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

#### Recommended or Required Reading

1	Öztürk Başpınar N. and Çakıroğlu D., 2012. Professional ethics, Nobel Publications.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Examine the concepts of ethics and morality
2	Theoretical	Examine the concepts of ethics and morality
3	Theoretical	Examine the ethical systems
4	Theoretical	Examine the ethical systems
5	Theoretical	Examine the factors that play a role in the formation of morality
6	Theoretical	Examine the factors that play a role in the formation of morality
7	Theoretical	Vocational ethics review
8	Intermediate Exam	Midterm Exam
9	Intermediate Exam	Midterm Exam
10	Theoretical	Examine the results of corruption and unethical behavior in professional life professional
11	Theoretical	Examine the results of corruption and unethical behavior in professional life professional
12	Theoretical	Examine the concept of social responsibility
13	Theoretical	Examine the concept of social responsibility
14	Theoretical	Examine the factors that play a role in ensuring that the ethical environment in the workplace
15	Theoretical	Examine the factors that play a role in ensuring that the ethical environment in the workplace
16	Final Exam	Final Exam
17	Final Exam	Final Exam

#### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	1	2	39
Midterm Examination	1	4	1	5



Final Examination	1	5	1	6
			Total Workload (Hours)	50
			[Total Workload (Hours) / 25*] = ECTS	2
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Examine the concepts of ethics and morality
2	Comply with the principles of professional ethics
3	Understanding the concept of social responsibility
4	Providing information about the general structure of ethics
5	Giving information about the importance of ethical management

### 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

