



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

Course Title	Public Health								
Course Code	LVS155			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	The students, from farm to table food safety, zoonotic diseases, the control-protection and legal regulations, food-borne diseases, food poisoning, and chemical induced food poisoning, food requirements for the production and sales locations, food inspection in the workplace, the environment and public health role of veterinarians, the importance of the major environmental contaminants and public health, the natural balance and protection of the health effects on living things and living beings, the environment and is intended to provide information about the measures.								
Course Content	The place and importance of veterinarians in public health, combating zoonotic diseases, food infection and intoksikasyonlarından protection, food-borne parasitic diseases, inspection of food establishments.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), 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	Public Health Textbook, Baltaş Z, Can G, Demircan H.Ç et al. Istanbul University Publications, No: 4747. Istanbul 2008.
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Week	Weekly Detailed Course Contents	
1	Theoretical	General introductory course, Introduction to veterinary public health
2	Theoretical	Food safety, quality, risk analysis, risk assessment
3	Theoretical	The concept of farm to table food safety, animal health, welfare, animal wastes
4	Theoretical	Meat inspection
5	Theoretical	Food-borne diseases, food poisoning
6	Theoretical	Food production and sales of general principles that should be considered in place
7	Theoretical	Classification of zoonotic diseases, bacterial zoonozlarda epidemiology, control-protection
8	Intermediate Exam	exam
9	Theoretical	Viral and Mycotic infectious diseases, epidemiology, control-protection
10	Theoretical	Viral and Mycotic infectious diseases, epidemiology, control-protection
11	Theoretical	Parasitic infectious diseases, epidemiology, control-protection
12	Theoretical	Basic concepts related to environmental and food pollution
13	Theoretical	Contaminants found in foods, features, creatures reflection, residue problems
14	Theoretical	Environmental and food contamination monitoring
15	Theoretical	Food codex, the reported warnings, protection from debris and residue control methods
16	Final Exam	exam
17	Final Exam	exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	1	12	1	13
Midterm Examination	1	8	1	9



Final Examination	1	10	1	11
			Total Workload (Hours)	75
			[Total Workload (Hours) / 25*] = ECTS	3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Learns the concept of food safety from farm to table.
2	Knows that the food-borne risks and preventive measures.
3	Protection against zoonotic disease-control methods, and know and apply the legal regulations.
4	Control of food production and sales outlets knows.
5	Measures can be taken against pollution of the environment and food and drug utilization by veterinarian learns the responsibilities.

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

