



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

Course Title	Protocol								
Course Code	HAT257			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	Aim of this course is to help students to gain informations about protocol for their future life both in professional and social environments. In this manner, they are going to learn how to execute proper behaviors in the right place at the right time.								
Course Content	Formation and Historical Development of the Code of Social Conduct, Definition of the Protocol and the Rules of the Main Protocol to be Followed in Any Relationship, Clothing and Personal Care. State, Military, Diplomatic, Capital and Provincial, District Protocols (Priority Sequences), Rules Regulating Social Life, Rules Regulating Business Life.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Demonstration, Case Study, Individual Study								
Name of Lecturer(s)	Ins. Aydan BAŞÇALIŞKAN DEVLİ, Ins. Muhammet Taha AKBULUT								

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Aytürk, Nihat (2018); Protokol ve Sosyal Davranış Kuralları, Nobel Akademik Yayıncılık.
2	Altınöz, Mehmet; Tutar, Hasan ve Bayraktar, Kadir (2006) Protokol Bilgisi, Nobel Yayınları.

Week	Weekly Detailed Course Contents	
1	Theoretical	Concept Protocol, the Protocol Definition of Concept, Importance and Scope, in the world and in Turkey Protocol History
2	Theoretical	Rules of Decency, Courtesy, Etiquette and Grace
3	Theoretical	Protocol Lists: State Protocol List Applied in Ankara, Protocol List Applied in Provinces, Protocol List of Honor Hall of Foreign Guests
4	Theoretical	Rules Regulating Social Life: Individual Society Relationship and Social Roles in Social Life, Importance of Regulatory Rules in terms of Social Peace, Protocol Applied in Public and Closed Environments
5	Theoretical	Rules Regulating Business Life: Organizational Hierarchy and Protocol Rules in Business Life, Effects of Rules Regulating Business Life on Job Satisfaction and Labor Peace
6	Theoretical	Protocol in Institutions and Organizations: Greetings, Meetings and Meetings, Greetings, Handshake Etc.
7	Theoretical	Protocol in Written and Oral Communication: Business Card Protocol, Forms of Address in Letters, Signature, Speech and Listening Protocol
8	Intermediate Exam	Midterm Exam
9	Theoretical	Relationship between Personal Image Management and Protocol
10	Theoretical	Protocol in Communication: Business Card Protocol, Forms of Address in Letters, Signature, Speech and Listening Protocol
11	Theoretical	Protocol on Vehicles, Exterior Protocol, Starting and Leaving Protocol
12	Theoretical	Opening, Protocol Rules in Ceremonies and Speeches, Flag Protocol
13	Theoretical	Meeting Protocol
14	Theoretical	Invitation and Visit Protocol: Meals, Gifts, Flowers, etc.
15	Theoretical	Protocol in the Relationship between Manager and Secretary
16	Final Exam	Final Exam



17	Final Exam	Final Exam
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Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Midterm Examination	1	8	1	9
Final Examination	1	9	1	10
			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 implement protocol requirements.
2	To be able to manage personal image.
3	To be able to interpret effects of protocol rules on social behaviors.
4	To be able to analyze relationship between state and protocol rules.
5	To have the competence to take part in official ceremony organization.

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

