



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Health							
Course Code		LVS155		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	101 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		It is aimed to provide information on factors affecting public health, chronic, infectious and zoonotic diseases, protection from infections and intoxications, and healthy nutrition and exercise.							
Course Content		Importance of public health, infectious and zoonotic diseases, importance of healthy diet and exercise, protection from food infections and intoxications.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study, Individual Study					
Name of Lecturer(s)		Lec. Devrim BEYAZ, Lec. Okan ERTOSLUK							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Public Health Textbook, Yurtseven E. İstanbul Üniversitesi Açık ve Uzaktan Eğitim Fakültesi, İstanbul, 2015.
2	Public Health Textbook, Edt. Kaplancıklı Z.A. T.C. ANADOLU ÜNİVERSİTESİ YAYINI NO: 3331, AÇIKÖĞRETİM FAKÜLTESİ YAYINI NO: 2190, Eskişehir, 2018.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Public Health
2	Theoretical	Factors Affecting Health
3	Theoretical	Reproductive Health
4	Theoretical	Chronic Diseases
5	Theoretical	Infectious Diseases
6	Theoretical	Zoonotic Diseases
7	Theoretical	Immunity
8	Intermediate Exam	Midterm
9	Theoretical	Foodborne Diseases
10	Theoretical	Healthy Eating
11	Theoretical	Healthy Living and Exercise
12	Theoretical	Occupational Health and Safety
13	Theoretical	Occupational Diseases
14	Theoretical	Environmental Health
15	Theoretical	Health practices in extraordinary situations
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	3	2	70
Assignment	1	10	1	11
Midterm Examination	1	8	1	9
Final Examination	1	10	1	11
Total Workload (Hours)				101
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Learns the factors affecting health.
2	Learns chronic and infectious diseases and ways to prevent them.
3	Knows and applies protection-control methods against zoonotic diseases.
4	Learns the importance of healthy nutrition and exercise.
5	Learns the measures that can be taken against environmental and food pollution.

Programme Outcomes (Public Relations and Publicity)

1	To be able to possess theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	To be able to own an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	To be able to possess a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	1	2	2	2	3
P2	2	4	3	2	5
P3	2	5	3	2	2
P4	2	3	3	2	4
P5	1	3	3	4	2
P6	3	3	2	3	2
P7	2	4	3	2	2
P8	1	3	3	1	1
P9	2	2	2	2	3

