



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Ethics and Deontology							
Course Code		HAT260		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	96 (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), Individual Study					
Name of Lecturer(s)		Lec. Nurdanur TAVLAN SOYDAN							

Assessment Methods and Criteria

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

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	Theoretical	Examine the results of corruption and unethical behavior in professional life professional
10	Theoretical	Examine the results of corruption and unethical behavior in professional life professional
11	Theoretical	Examine the concept of social responsibility
12	Theoretical	Examine the concept of social responsibility
13	Theoretical	Examine the factors that play a role in ensuring that the ethical environment in the workplace
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

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	2	2	60
Individual Work	2	5	1	12
Midterm Examination	1	10	1	11
Final Examination	1	12	1	13
Total Workload (Hours)				96
[Total Workload (Hours) / 25*] = ECTS				4

*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 (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	3	3	3	2	4
P2	3	3	3	1	4
P3	3	3	3	3	4
P4	3	3	3	3	4
P5	3	3	2	4	4
P6	3	3	3	4	4
P7	3	3	5	4	4
P8	3	3	3	4	4
P9	3	3	2	4	4

