



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Career Planining (Social Sciences)							
Course Code		KP102		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (<i>Hours</i>)	Theory	1	Practice	0	Laboratory	0
Objectives of the Course		Career Planning course enables students to recognize the business world, different sectors and the needs of these sectors; It aims to raise awareness among students about the importance of career planning in the process of preparing for the business world. The course enables students to discover their personal competencies and understand the expectations of the business world. It helps them develop their knowledge and skills in line with the requirements of the relevant sectors.							
Course Content		Courses will be organized for first year university students in the fall semester for 14 weeks, with one course hour per week. Goal; students; Our aim is to help them to plan a career in line with their future goals by ensuring that they gain awareness of their interests, personal characteristics and values.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case 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	Supporting books, journals, articles and online resources selected by the course lecturer.
2	Guides prepared by the Career Office.
3	Skill / competence valuation inventories.
4	Career events organized with the contribution of the Career Center (Career Fair, Seminars, Information Sessions, Mentoring, Meeting with Alumni, Sector Panels, Case Studies, Interview Simulations, etc.)
5	Sample videos, documentaries and films.
6	Interview simulation, case study / workshop etc. interactive activities.
7	Course content and instructor evaluation forms.

Week	Weekly Detailed Course Contents	
1	Theoretical	Explaining the purpose and scope of the course, introducing the career center services and how to benefit from them. Registering the students to the online platform used by the career center and explaining the use of the platform to the students. Registering the students to the online platform used by the career center and explaining the use of the platform to the students.
2	Theoretical	What is Career?- Explaining the concepts of skill, ability, competence, career and career management and increasing the awareness of students.
3	Theoretical	National and International Exchange Programs- Informing the students about the exchange and educational scholarship programs that will support their undergraduate education by the authorities of the relevant institutions / university units.
4	Theoretical	Basic Communication Skills - Explanation of the importance and general rules of networking and social media usage. Raising awareness of students on basic issues such as self-introduction, official correspondence rules, addressing.
5	Theoretical	Sector Days - Non-Governmental Organizations Organizing a panel with the participation of managers who can give information about the expectations of NGOs from new graduates and career opportunities in these sectors. In order to motivate and encourage the students, the participation of inspiring people who graduated from the university where the panel was held and who have shown success in the sector is recommended to the panel in question.
6	Theoretical	Fine Skills Explanation of Soft Skills and the effects of these abilities on success.
7	Theoretical	Sector Days - Public Sector Organizing a panel with the participation of managers who can provide information about the expectations of new graduates and career opportunities in the public sector in today's conditions of the public sector (the participation of different institutions from different fields such as finance, engineering, social sciences, etc. should be encouraged). In order to motivate and encourage the students, the participation of inspiring people who graduated from the university where the panel was held and who have demonstrated success in the public sector is recommended to the panel in question.
8	Intermediate Exam	EXAM



9	Theoretical	Diction and Body Language Training and practicing to raise awareness in students about the importance of diction and body language.
10	Theoretical	Preparing Resume and Cover Letter Curriculum vitae and cover letter preparation trainings.
11	Theoretical	Sector Days - Private Sector From the private sector; service, finance, production, etc. Organizing a panel with the participation of managers who can provide information about the expectations of different fields from new graduates in today's conditions and career opportunities in these sectors. In order to motivate and encourage the students, the participation of inspiring people who graduated from the university where the panel was held and who have demonstrated success in the private sector is recommended to the panel in question.
12	Theoretical	Effective Interview Techniques Performing practices for improving students' self-expression skills through interview samples and rehearsals, and ensuring that students gain an effective communication experience.
13	Theoretical	Sector Days - Academy Organizing a panel with the participation of academicians in order to raise awareness of students who are considering academic career in different disciplines and to convey the requirements of today's conditions In order to motivate and encourage students, inspiring people who graduated from our university and have achieved academic success can participate in the panel in question.
14	Theoretical	Sector Days - Entrepreneurship Organizing a panel with the participation of managers who can provide information about the nature of start-up / entrepreneurship, career opportunities in today's conditions. In order to motivate and encourage students, inspiring people who graduated from our university and have achieved success in the field of entrepreneurship can participate in the panel in question.
15	Theoretical	Course Evaluation and Project Details Filling out the course evaluation forms, receiving feedback from students and informing the course completion projects.
16	Final Exam	EXAM

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	1	42
Individual Work	2	1	1	4
Midterm Examination	1	1	1	2
Final Examination	1	1	1	2
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Recognition of Career Center Activities: Ensuring that the student is aware of the services provided by the Career Center and establishing a connection between the Career Center and the student.
2	Increasing Self Awareness: Ensuring that the student becomes aware of his / her strengths and areas open to improvement and recognizes himself / herself in terms of his / her interests, competencies and skills.
3	Discovering Career Options: Ensuring that students get to know the sectors such as the public sector, private sector, academia, non-governmental organizations, comprehend the differences between the sectors and orient themselves to a career field suitable for their future plans. Students gain awareness of the expectations of the business world and the competencies it prioritizes.
4	Developing Self-Expression and Effective Communication Skills: Raising awareness on the importance of developing fine talents in the career process. Understanding the importance of issues that affect communication such as body language, diction, addressing; developing correct and effective communication skills.
5	Understanding the Importance of Professional Relationship Networks: Understanding the importance of establishing mutually beneficial relationships that are necessary for the student to reach her career goals
6	Recognition of Support Units: Providing information about university units (international relations / exchange office, etc.) and support services such as TÜBİTAK Scholarships, Mevlana program that can support the student's career.
7	Learning Effective Use of Resources: Learning the ways of reaching the right resources and using the resources effectively in the career process.

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/campaings 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	L6	L7
P1	3	4	3	3	4	5	5
P2	3	4	3	3	4	5	5
P3	4	5	4	3	4	4	5
P4	4	5	3	3	4	4	4
P5	4	5	5	4	4	4	4
P6	5	5	4	5	4	3	4
P7	5	5	3	4	4	3	4
P8	4	5	5	4	4	3	4
P9	4	5	4	3	4	3	5

