



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Ethics of Occupation							
Course Code		HAT153		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		1. To teach students the meaning of the concept of ethics and how it is handled in the historical process. 2. To ensure that ethical values ??are adopted against the situations that students may encounter in the field of communication. 3. Public relations professional ethics by showing case studies and students to provide comments.							
Course Content		Ethics and Morality, Ethic Systems, International Ethical Systems, Professional Ethics, Public Relations Professional Ethics, Journalism Ethics, Academic Ethics, Ethics Contrary Behavior, Ethical Related Legal Procedures, today's Press and Media Ethics Practice of Formats in Turkey, Working Life Leaders - Employee Ethical Issues / Case Study							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Meslek Etiği, Öztürk Başpınar, N., Çakıroğlu, D., Ankara, 2011.
2	Meslek Etiği, Ekici, Kenan M., Ankara, 2012.

Week	Weekly Detailed Course Contents	
1	Theoretical	What is Ethics? Conceptual Expansion of Ethics, Communication and Ethics
2	Theoretical	Ethics And Morality, Determination of Ethical Principles and Rules in Communication
3	Theoretical	Ethical Systems
4	Theoretical	Ethical Theories
6	Theoretical	Ethics and Professional Ethics, Examples of Professional Ethics
7	Theoretical	Ethics in Public Relations Work Areas
8	Intermediate Exam	Midterm Exam
9	Theoretical	Press Publication Ethics
10	Theoretical	Academic Ethics
11	Theoretical	Ethics Violation
12	Theoretical	Ethics Violation
13	Theoretical	Ethical Legal Procedures
14	Theoretical	Press and Media Ethics in the Practice of Modern Turkey Formats
15	Theoretical	Ethical Issues Between Manager and Employee in Working Life / Case Study
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	1	6	0	6
Midterm Examination	1	11	1	12



Final Examination	1	14	1	15
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 possess information about ethical systems.
2	To be able to possess knowledge about the ethical profession.
3	To be able to possess general information on issues such as press ethics, academic ethics, medical ethics.
4	To be able to define the concepts of professional ethics and social responsibility.
5	To be able to interpret the results of unethical behaviors in professional life.

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

