



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Statistics							
Course Code		HAT108		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Teaching to students is that determination of descriptive statistical information and most appropriate descriptive statistical tools. Teaching to students is that learning data gathering technics. Other aim is that teach to students depand of analyze programme and techniques, how gathered data are processed and interpreted in packet programmes.							
Course Content		Basic concepts, descriptive statistical data, Statistics series, measures of central tendency and variability, distributions, hypothesis tests, Chi-square test, regression and correlation, the introduction and use of SPSS							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Problem Solving					
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	Positivist methodology and Beyond (Research Design, Qualitative and Statistical Methods), Erdoğan, İ., Ankara, 2012.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Basic Concepts of Statistics
2	Theoretical	Series
3	Theoretical	Histograms, frequency polygons
4	Theoretical	Mode, Median
5	Theoretical	Standard deviation, variance analysis
6	Theoretical	Possibilities
7	Theoretical	Variables and Distributions
8	Intermediate Exam	Midterm Exam
9	Intermediate Exam	Midterm Exam
10	Theoretical	Hypothesis testing
11	Theoretical	T-test, F-test
12	Theoretical	Regression, Correlation
13	Theoretical	Introduction to SPSS
14	Theoretical	SPSS analysis methods
15	Theoretical	SPSS analysis methods
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	0	3	39
Assignment	1	10	0	10
Midterm Examination	1	10	1	11
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 plan a research.
2	To be able to use the statistical package programmes.
3	To be able to make up a study and report to present a survey.
4	To be able to store large data sets, these data sets to organize and derive statistically significant results.
5	To be able to define a problem in a research project, design the project with appropriate methods of data collection, analysis, interpretation and reporting to accomplish the 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/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	2
P2	5	5	4	5	5
P3	4	4	5	5	4
P4	2	2	2	2	2
P5	2	2	2	2	2
P6	3	3	3	3	3
P7	3	3	4	3	3
P8	4	4	4	5	4
P9	4	4	4	4	4

