



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Organizational Communication							
Course Code		HAT152		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		One of the aim is teach to students basics concepts of organizational communication. Other one is gain competence of students in communication in business life.							
Course Content		Communication and Communication Patterns, Functions of Communication, Perception and Persuasive Communication, Compliance and Obedience Behavior, Organizational Communication Concept, Objectives and Functions of Organizational Communication, Communication Styles, The Importance of Communication in Organizations, Organizational Barriers to Effective Communication, Organizational Conflict, Effective Speaking and Listening, Public Relations as an Organizational Communication Format, Organizational Communication Stress Management, Time Management Organizational Communication.							
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	Kurum Kültürü ve Örgütsel İletişim, Akıncı, Beril Z., İstanbul, 1998.
2	Örgütsel İletişim (İletişim Doymu ve Kurumsal Bağlılık), Güllüoğlu, Ö., Konya, 2011.
3	Örgütsel İletişim, Tutar, H., Ankara, 2009.

Week	Weekly Detailed Course Contents	
1	Theoretical	Organization, Individual and Needs. The Concept of Organizational Communication and Purpose of Organizational Communication
2	Theoretical	Functions of Communication
3	Theoretical	Perception and Persuasive Communication
4	Theoretical	Comply Behavior and Obedience
5	Theoretical	Organizational Effectiveness and Job Satisfaction in Organizations
6	Theoretical	What is a Group in an Organization? Group Qualifications, Leadership and Characteristics.
7	Theoretical	Forms of Organizational Communication, The Importance of Communication in Organizations
8	Intermediate Exam	Midterm Exam
9	Theoretical	Relationship between Organizational Communication and Job Satisfaction
10	Theoretical	Organizational Conflict
11	Theoretical	Factors Preventing Effective Communication in Organizations
12	Theoretical	Public Relations as an Organizational Communication Format
13	Theoretical	Stress Management in Organizational Communication
14	Theoretical	Human Resources in Organizational Communication
15	Theoretical	Time Management in Organizational Communication
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	2	1	3



Final Examination	1	4	1	5
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To have knowledge about the concept of organizational communication.
2	To learn the factors that prevent effective communication in organizations.
3	To have knowledge about organizational conflict techniques.
4	To understand the importance of the relationship between individuals and organizations in business life.
5	To be able to distinguish the basic differences between manager and leader.

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

