



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Research Methods							
Course Code		HAT253		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To be able to perform research about on a particular topic, to be able to gain skills in preparing the report to students. To be able to improve their skills in a particular subject to provide the theoretical and practical of students.							
Course Content		Definition of Scientific Research Method, Data Collection Methods, Data Analysis Methods, Scientific Report Writing Rules, Effective Presentation Techniques							
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	Scientific Research and Writing Handbook, Seyidoğlu, H., İstanbul, 2000.
2	Research Methods and Techniques, Arıkan, R., Ankara, 2013.
3	Scientific Research Methods, Büyüköztürk, Ş., Çakmak, E. K., etc., Ankara, 2013.
4	Introduction Qualitative Research, Glesne, C., Ankara, 2013.

Week	Weekly Detailed Course Contents	
1	Theoretical	Course description, requirements and principles
2	Theoretical	Definition and content of scientific research
3	Theoretical	Steps of of Scientific Research
4	Theoretical	Types of Research and Data Collection Methods
5	Theoretical	Data Collection and Sampling Methods
6	Theoretical	Literature Review
7	Theoretical	Preparation and Applications of disposition
8	Intermediate Exam	Midterm Exam
9	Theoretical	Preparation of Questionnaires and Issues to Consider in Field Work
10	Theoretical	Preparation of Tables and Graphics, Calculation of Mean, Percentage and Index Values
11	Theoretical	Formal Structure of Research Report
12	Theoretical	Reference Methods
13	Theoretical	Effective Presentation Techniques and Using Visual Materials
14	Theoretical	Individual Research
15	Theoretical	Individual Research
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	3	2	5
Midterm Examination	1	10	1	11



Final Examination	1	16	1	17
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 discuss the basic concepts of scientific research.
2	To be able to describe the scientific research process and to list the stages of scientific research.
3	To be able to explain the process of preparing a scientific research report.
4	To gain the ability to do group work.
5	To gain the ability to reach professional data and information that will be required in business 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	3	2	3	2	3
P2	3	3	3	2	3
P3	3	4	3	2	3
P4	3	4	3	4	3
P5	3	4	3	4	3
P6	3	4	3	4	3
P7	4	4	4	3	4
P8	5	4	5	3	5
P9	3	4	3	3	3

