



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Internship							
Course Code		HAT200		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	6	Workload	153 (<i>Hours</i>)	Theory	0	Practice	2	Laboratory	0
Objectives of the Course		To enable students to develop skills and techniques in the field of career with the ability to transfer the theoretical knowledge gained to practice before starting business. To provide students with information about the actual working conditions by contributing to the adaptation of the academic environment to the working environment. Students learn to practice in real work environment and to increase their understanding of business discipline.							
Course Content		Working in a company's Public Relations and Advertising, Advertising, Press, Human Resources departments for 30 working days. The internship covers all activities related to work within the current program. Students are required to work in 30 (thirty) working days in any public or private sector. The work is recorded and reported in detail in the internship book on a daily basis. This internship report is approved by the authorized person in the work environment. After the end of the internship, the internship book is placed in a sealed and sealed envelope by the workplace and delivered to the internship training and application committee of our vocational school in order to be evaluated and given the required grade within 30 days after the start of education.							
Work Placement		Students are required to complete their compulsory internship in accordance with the rules of Aydın Adnan Menderes University Bozdoğan Vocational School student internship regulations within the specified period of time (30 working days).							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study, Problem Solving					
Name of Lecturer(s)		Ins. Aydan BAŞÇALIŞKAN DEVLİ							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Final Rate	1	110

Recommended or Required Reading

1	Organizational Behavior Reflections in Public Relations, Yıldız Dilek Ertürk, Nobel Yayınları, Ankara, 2007.
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Week	Weekly Detailed Course Contents	
1	Practice	Doing the work given by the authorized person in the working area and preparing reports / Internship Orientation Training
2	Practice	Workplace Internship Observation
3	Practice	Workplace Internship - Working at Work (30 Days) + Daily Reports
4	Practice	Workplace Related Analysis (SWOT Analysis)
5	Practice	Workplace Related Analysis (SWOT Analysis)
6	Practice	Approval of the Internship Report to the Employer
7	Practice	Obtaining Employer Evaluation Report
8	Practice	Completion of Internship Report
9	Practice	Presentation of Internship Report
10	Practice	Presentation of Internship Report
11	Practice	Presentation of Internship Report
12	Practice	Presentation of Internship Report
13	Practice	Presentation of Internship Report
14	Practice	Presentation of Internship Report
15	Practice	Eliminating Deficiencies by Making Final Checks in the Report
16	Practice	Finalizing the Report and Submitting it to Internship Training - Application Board
17	Practice	Presentation and Evaluation of Internship Report



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Board Examination	17	5	4	153
Total Workload (Hours)				153
[Total Workload (Hours) / 25*] = ECTS				6

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to apply the theoretical knowledge acquired in the course of public relations at work.
2	Having the ability to benefit from information technologies related to planning and management of public relations process.
3	To be able to produce solutions by defining problems with analytical decision-making methods and quantitative methods.
4	Conduct a research in the subject area in accordance with the stages of scientific research process.
5	To be able to share information with the society and colleagues about issues related to the profession, to prepare reports.
6	To be able to present the activities carried out in the company in a regular and appropriate report.
7	Acquiring new knowledge and skills during the internship period.

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

