



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Protocol							
Course Code		HAT257		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Aim of this course is to help students to gain informations about protocol for their future life both in proffesional and social environments. In this manner, they are going to learn how to execute proper behaviors in the right place at the right time.							
Course Content		Formation and Historical Development of the Code of Social Conduct, Definition of the Protocol and the Rules of the Main Protocol to be Followed in Any Relationship, Clothing and Personal Care. State, Military, Diplomatic, Capital and Provincial, District Protocols (Priority Sequences), Rules Regulating Social Life, Rules Regulating Business Life.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Case Study, Individual Study					
Name of Lecturer(s)		Ins. Aydan BAŞÇALIŞKAN DEVLİ							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Aytürk, Nihat (2018); Protokol ve Sosyal Davranış Kuralları, Nobel Akademik Yayıncılık.
2	Altınöz, Mehmet; Tutar, Hasan ve Bayraktar, Kadir (2006) Protokol Bilgisi, Nobel Yayınları.

Week	Weekly Detailed Course Contents	
1	Theoretical	Concept Protocol, the Protocol Definition of Concept, Importance and Scope, in the world and in Turkey Protocol History
2	Theoretical	Rules of Decency, Courtesy, Etiquette and Grace
3	Theoretical	Protocol Lists: State Protocol List Applied in Ankara, Protocol List Applied in Provinces, Protocol List of Honor Hall of Foreign Guests
4	Theoretical	Rules Regulating Social Life: Individual Society Relationship and Social Roles in Social Life, Importance of Regulatory Rules in terms of Social Peace, Protocol Applied in Public and Closed Environments
5	Theoretical	Rules Regulating Business Life: Organizational Hierarchy and Protocol Rules in Business Life, Effects of Rules Regulating Business Life on Job Satisfaction and Labor Peace
6	Theoretical	Protocol in Institutions and Organizations: Greetings, Meetings and Meetings, Greetings, Handshake Etc.
7	Theoretical	Protocol in Written and Oral Communication: Business Card Protocol, Forms of Address in Letters, Signature, Speech and Listening Protocol
8	Intermediate Exam	Midterm Exam
9	Theoretical	Relationship between Personal Image Management and Protocol
10	Theoretical	Protocol in Communication: Business Card Protocol, Forms of Address in Letters, Signature, Speech and Listening Protocol
11	Theoretical	Protocol on Vehicles, Exterior Protocol, Starting and Leaving Protocol
12	Theoretical	Opening, Protocol Rules in Ceremonies and Speeches, Flag Protocol
13	Theoretical	Meeting Protocol
14	Theoretical	Invitation and Visit Protocol: Meals, Gifts, Flowers, etc.
15	Theoretical	Protocol in the Relationship between Manager and Secretary
16	Final Exam	Final Exam



17	Final Exam	Final Exam
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Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Midterm Examination	1	8	1	9
Final Examination	1	9	1	10
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 implement protocol requirements.
2	To be able to manage personal image.
3	To be able to interpret effects of protocol rules on social behaviors.
4	To be able to analyze relationship between state and protocol rules.
5	To have the competence to take part in official ceremony organization.

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

