



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Communication							
Course Code		LOJ153		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course it is aimed to give students the proficiency of communication with verbal, nonverbal, written, formal and informal types of communication.							
Course Content		Topic of communication, verbal-nonverbal communication, mass communication, formal-informal communication, relationship between communication and culture							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case 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	İletişime Giriş: Nazife GÜNGÖR, Siyasal Kitabevi
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Week	Weekly Detailed Course Contents	
1	Theoretical	Verbal communication
2	Theoretical	Verbal communication
3	Theoretical	Written communication
4	Theoretical	Written communication
5	Theoretical	Written communication
6	Theoretical	Nonverbal communication
7	Theoretical	Nonverbal communication
8	Theoretical	Formal communication
9	Theoretical	Formal communication
10	Theoretical	Formal communication
11	Theoretical	Informal communication
12	Theoretical	Informal communication
13	Theoretical	External communication in the organization
14	Theoretical	External communication in the organization

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	0	30	30
Final Examination	1	0	42	42
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Individual communication
2	Organizational communication
3	Communication process and communication formats
4	Mass media



5	National and global communication systems
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Programme Outcomes (Logistics)

1	Understanding of the basics needed for the mobility of production and consumption ware
2	Give storage and inventory management decisions
3	To decide about types of transportation and handling equipment to be used to decide
4	Logistics information systems take advantage of the process of realization of activities
5	Be the judge national and international legislation regulating the field of logistics
6	Administration, management and marketing topic about give an idea
7	To be sensitive to the requirements of professional ethics
8	Provide an idea about the the national and international transport policies
9	To have written and spoken communication skills
10	Living in society and to understand the world

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2
P9	5	5
P10	1	1

