# AYDIN ADNAN MENDERES UNIVERSITY
# COURSE INFORMATION FORM

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Course Title | Communication and Body Language | | | | | | | | |
| Course Code | HİT180 | | Couse Level | Short Cycle (Associate's Degree) | | | | | |
| ECTS Credit | 2 | Workload | 50 *(Hours)* | Theory | 2 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | To teach the main objectives and characteristics of effective communications. | | | | | | | | |
| Course Content | This course aims to introduce students to the basic features of the communication process between individuals and to attract attention to topics such as effective listening, verbal and nonverbal communication, feedback and empathy. | | | | | | | | |
| Work Placement | N/A | | | | | | | | |
| Planned Learning Activities and Teaching Methods | Explanation (Presentation), Case Study | | | | | | | | |
| Name of Lecturer(s) | Ins. Elçin BAŞOL, Ins. Mine GERGÜN, Ins. Nupel AZİZOĞLU PALABIYIK | | | | | | | | |

| **Assessment Methods and Criteria** | | |
|---|---|---|
| Method | Quantity | Percentage (%) |
| Midterm Examination | 1 | 40 |
| Final Examination | 1 | 70 |

| **Recommended or Required Reading** | |
|---|---|
| 1 | -Dr. Recep Tayfun, Etkili İletişim ve Beden Dili, Nobel Yayıncılık, 2007. |

| Week | Weekly Detailed Course Contents | |
|---|---|---|
| 1 | Theoretical | Definition of Effective Communications |
| 2 | Theoretical | Explication of basic characteristics of effective communications |
| 3 | Theoretical | Explication of communication period model |
| 4 | Theoretical | To specify the causes which will affect the communication period |
| 5 | Theoretical | Distraction in communication and precautions |
| 6 | Theoretical | Verbal and written communication |
| 7 | Theoretical | Non-verbal communication and body language |
| 8 | Theoretical | Public Relations and Effective Communication |
| 9 | Theoretical | Advertisement and Effective Communications |
| 10 | Theoretical | General rewiev |
| 11 | Practice | Assesments |
| 12 | Practice | assesments |
| 13 | Practice | Assesments |
| 14 | Practice | Assesments |

| **Workload Calculation** | | | | |
|---|---|---|---|---|
| Activity | Quantity | Preparation | Duration | Total Workload |
| Lecture - Theory | 14 | 1 | 2 | 42 |
| Midterm Examination | 1 | 3 | 1 | 4 |
| Final Examination | 1 | 3 | 1 | 4 |
| | | | Total Workload (Hours) | 50 |
| | | | [Total Workload (Hours) / 25*] = **ECTS** | 2 |
| **25 hour workload is accepted as 1 ECTS* | | | | |

| **Learning Outcomes** | |
|---|---|
| 1 | Ability of description the elements of communications |
| 2 | |
| 3 | |
| 4 | |

| | |
|---|---|
| 5 | |

| **Programme Outcomes** *(Fashion Design)* | |
|---|---|
| 1 | |
| 2 | |
| 3 | |
| 4 | |
| 5 | |
| 6 | |
| 7 | |
| 8 | |
| 9 | |
| 10 | |
| 11 | |
| 12 | Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences. |
| 13 | To have knowledge about substance use and addiction problem and prevention methods. |

**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 | 5 | 5 | 5 | 5 | 5 |
| P2 | 2 | 2 | 2 | 3 | 3 |
| P3 | 2 | 2 | 2 | 3 | 3 |
| P4 | 4 | 4 | 4 | 5 | 5 |
| P5 | 3 | 3 | 3 | 3 | 3 |
| P6 | 2 | 2 | 2 | 3 | 3 |
| P7 | 2 | 2 | 2 | 2 | 2 |
| P8 | 4 | 4 | 4 | 4 | 4 |
| P9 | 3 | 3 | 3 | 3 | 3 |
| P10 | 2 | 2 | 2 | 3 | 3 |
| P11 | 2 | 2 | 2 | 3 | 3 |