



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

|  |   |   |                      |                  |   |                                  |   |            |   |
|--|---|---|----------------------|------------------|---|----------------------------------|---|------------|---|
| Course Title                                     |   | Internship  |                      |                  |   |                                  |   |            |   |
| Course Code                                      |   | HİT290  |                      | Course Level     |   | Short Cycle (Associate's Degree) |   |            |   |
| ECTS Credit                                      | 6 | Workload  | 150 ( <i>Hours</i> ) | Theory           | 0 | Practice                         | 2 | Laboratory | 0 |
| Objectives of the Course                         |   | To provide students with theoretical knowledge in the sector.                                       |                      |                  |   |                                  |   |            |   |
| Course Content                                   |   | Make thirty working days of practice in a commercial / official organization related to their field |                      |                  |   |                                  |   |            |   |
| Work Placement                                   |   | Available   |                      |                  |   |                                  |   |            |   |
| Planned Learning Activities and Teaching Methods |   |   |                      | Individual Study |   |                                  |   |            |   |
| Name of Lecturer(s)                              |   | Ins. Esin ÇINAR   |                      |                  |   |                                  |   |            |   |

### Assessment Methods and Criteria

| Method   | Quantity | Percentage (%) |
|----------|----------|----------------|
| Practice | 14       | 100            |

### Recommended or Required Reading

|   |               |
|---|---------------|
| 1 | Lecture Notes |
|---|---------------|

| Week | Weekly Detailed Course Contents |                     |
|------|---------------------------------|---------------------|
| 1    | Practice                        | Industry experience |
| 2    | Practice                        | Industry experience |
| 3    | Practice                        | Industry experience |
| 4    | Practice                        | Industry experience |
| 5    | Practice                        | Industry experience |
| 6    | Practice                        | Industry experience |
| 7    | Practice                        | Industry experience |
| 8    | Practice                        | Industry experience |
| 9    | Practice                        | Industry experience |
| 10   | Practice                        | Industry experience |
| 11   | Practice                        | Industry experience |
| 12   | Practice                        | Industry experience |
| 13   | Practice                        | Industry experience |
| 14   | Practice                        | Industry experience |

### Workload Calculation

| Activity                              | Quantity | Preparation | Duration | Total Workload |
|---------------------------------------|----------|-------------|----------|----------------|
| Individual Work                       | 25       | 0           | 6        | 150            |
| Total Workload (Hours)                |          |             |          | 150            |
| [Total Workload (Hours) / 25*] = ECTS |          |             |          | 6              |

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

|   |                                      |
|---|--------------------------------------|
| 1 | Ability to practice what they learn  |
| 2 | Sector experience                    |
| 3 | Experience in using office equipment |
| 4 | Learning the office hierarchy        |
| 5 | Setting career goals                 |

### Programme Outcomes (Public Relations and Publicity)

|   |  |
|---|--|
| 1 | To gain the skills of interdisciplinary group work                 |
| 2 | To acquire the abilities of understanding and expressing yourself. |



|    |  |
|----|--|
| 3  | To acquire ability of Project design, execution and evaluation in terms strategic communication.                                   |
| 4  | To obey the ethic rules in applications of public relations and to gain social responsibility awareness.                           |
| 5  | To improve written and oral communication skills.  |
| 6  | To help understand the global and social effects of communication occupation.  |
| 7  | To get information about current events and analyze them within the scope of communication occupation.                             |
| 8  | To benefit from new media and communication technologies.  |
| 9  | To provide the ability for analyzing different communication systems with an integrated approach.                                  |
| 10 | To be aware of his own qualification in the studies of public relations and advertising.   |
| 11 | To gain the basic occupational knowledge related to the public relation management.  |
| 12 | Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences. |

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

|     | L1 | L3 | L5 |
|-----|----|----|----|
| P1  | 5  | 5  | 5  |
| P2  | 5  | 5  | 5  |
| P3  | 5  | 5  | 5  |
| P4  | 5  | 5  | 5  |
| P5  | 5  | 5  | 5  |
| P6  | 5  | 5  | 5  |
| P7  | 5  | 5  | 5  |
| P8  | 5  | 5  | 5  |
| P9  | 5  | 5  | 5  |
| P10 | 5  | 5  | 5  |
| P11 | 5  | 5  | 5  |

