



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		General Communication							
Course Code		HİT101		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	74 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course, the student will be gained competencies in the organization to communicate between the inside and the outside, verbally, non-verbally, written, formal, non formal .							
Course Content		Oral and written communication, formal and informal communication, communication outside the organization.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Ins. Esin ÇINAR							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	1. Genel İletişim, İrfan Çağlar, Nobel Yayınları, İstanbul, 2011.
2	2. Genel İletişim, Hasan Tutar, Seçkin Yayıncılık, Ankara, 2010.
3	3. Genel İletişim, Murat Sezgin, Gazi Kitapevi, Ankara, 2009.

Week	Weekly Detailed Course Contents	
1	Theoretical	To form verbal communication
2	Theoretical	To form verbal communication
3	Theoretical	To form written communication
4	Theoretical	To form written communication
5	Theoretical	To form written communication
6	Theoretical	To form non-verbal communication
7	Theoretical	To form non-verbal communication
8	Theoretical	To form formal communication
9	Theoretical	To form formal communication
10	Theoretical	To form informal communication
11	Theoretical	To form informal communication
12	Theoretical	To communicate outside the organization
13	Theoretical	To communicate outside the organization
14	Theoretical	To communicate outside the organization

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	5	2	0	10
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				74
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To communicate with the individual
2	To establish organizational communication



3	Knowing the meaning of the concepts of communication, understanding the reasons for the effort to recognize the society
4	Distinguish between healthy and unhealthy communication environments.
5	Analyze communication barriers and accidents with examples.
6	Explain creativity and extraordinary thinking skills.

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	L2	L3	L4	L5	L6
P1	4	3	4	5	5	4
P2	4	4	4	4	5	4
P3	4	4	4	4	5	4
P4	5	4	4	5	5	4
P5	4	4	4	5	4	5
P6	4	4	4	5	4	5
P7	4	4	4	4	4	5
P8	4	4	4	4	5	5
P9	4	4	4	5	5	4
P10	4	5	4	5	5	4
P11	4	4	5	5	5	4

