



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Research Methods an Techniques							
Course Code		HiT253		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Dersin Amacı In this course, it is aimed to gain competency in research techniques.							
Course Content		Investigation, preparation and presentation							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Ins. Nupel AZİZOĞLU PALABIYIK							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Sosyal Bilimlerde Araştırma Yöntem ve Teknikleri, Aysel Aziz, Noben Yayın, Ankara, 2008.
2	Bilimsel Araştırma Yöntemleri, Özcan Akgün, Nobel Yayın Ankara, 2009.
3	Araştırma Yöntem ve Teknikleri, Rauf Arıkan, Nobel Yayın, Ankara, 2011.

Week	Weekly Detailed Course Contents	
1	Theoretical	Choosing research topics
2	Theoretical	Choosing research topics
3	Theoretical	Making resource research
4	Theoretical	Making resource research
5	Theoretical	Research results evaluation
6	Theoretical	Research results evaluation
7	Theoretical	Research results evaluation
8	Theoretical	Converting of research results into a report
9	Theoretical	Converting of research results into a report
10	Theoretical	Making presentation preparation
11	Theoretical	Making presentation preparation
12	Theoretical	Making the presentation
13	Theoretical	Making the presentation
14	Theoretical	Making the presentation

### 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	To make research
2	• To prepare research report • To present research



3	To present research
4	To learn research methods
5	To learn research technique

**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	L4
P1	5	5	5
P2	4	5	5
P3	4	5	5
P4	4	5	5
P5	4	5	5
P6	4	5	5
P7	4	5	5
P8	4	5	5
P9	4	5	5
P10	4	5	5
P11	4	5	5

