



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Protocol and Rules of Social Behaviour							
Course Code		HİT257		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The students will learn how to behave in a society, to set a stature, and to conduct properly							
Course Content		The students have knowledge about the concept of protocol and have the necessary equipment to implement the protocol rules in institutions.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)		Ins. Mine GERGÜN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Protokol Bilgisi- Seçkin yayınevi-Doç.Dr. Hasan TUTAR-Yrd.Doç.Dr. Mehmet ALTINÖZ
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Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of protocol
2	Theoretical	The history of protocol
3	Theoretical	Concepts of decency, courtesy, etiquette and elegance
4	Theoretical	Consept that regulate social life
5	Theoretical	Rules governing business life
6	Theoretical	Table seating arrangements in official dinners and ceremonies
7	Intermediate Exam	Mid Term Exam
8	Theoretical	Official Ceremonies
9	Theoretical	Meeting, receiving, farewell ceremonies, procession and motocades
10	Theoretical	Official, semi-official and casual invitation cards
11	Theoretical	Conferences, how to organize and how to attend one
12	Theoretical	Ceremonies (birth, circumcsions, baptism, engagements, weddings, divorce, death and funerals)
13	Theoretical	Gift protocol
14	Theoretical	General review

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	
2	
3	
4	



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

