



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Publicity in Tourism							
Course Code		REH406		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	3	Workload	81 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to entitle the students to use the basic rules, principles, approaches, policies and vehicles related to publicizing.							
Course Content		The concept of publicizing; the differences between some concepts such as advertising, publicity; the characteristics of publicizing approaches and attributes; some considerations in publicizing in tourism; publicizing and informatics in tourism; touristic publicizing rules; publicizing through development in tourism,publicizing through advertising in tourism; publicizing through publicity in tourism; publicizing through public relations in tourism; publicizing thorough propaganda in tourism; publicizing through diplomacy and lobbying in tourism; publicizing through personal contacts in tourism							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Prof. Abdullah TANRISEVDİ							

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

Recommended or Required Reading

1	Rızaoğlu Bahattin, (2004), Turizmde Tanıtma, Detay Yayıncılık, Ankara
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Week	Weekly Detailed Course Contents	
1	Theoretical	The concept of publicizing
2	Theoretical	Concepts which are confused with publicizing
3	Theoretical	The characteristics of publicizing
4	Theoretical	Publicizing approaches
5	Theoretical	Publicizing in tourism
6	Theoretical	Touristic Publicizing and acquisition of knowledge
7	Theoretical	Touristic publicizing rules
8	Theoretical	Touristic publicizing by publicity
9	Intermediate Exam	Mid-Term Exam
10	Theoretical	Touristic publicizing by promotion
11	Theoretical	Touristic publicizing by public relations
12	Theoretical	Touristic publicizing by diplomacy and lobbying
13	Theoretical	Touristic publicizing by propaganda
14	Theoretical	Touristic publicizing by information
15	Theoretical	Touristic publicizing by personal contact
16	Final Exam	Final Exam

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	14	2	0	28
Midterm Examination	1	4	1	5



Final Examination	1	5	1	6
Total Workload (Hours)				81
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to recall the basic concepts related to publicizing in tourism,
2	To be able to distinguish the concepts about demonstrating from the publicizing,
3	To be able to list the rules of touristic publicizing
4	To get information about touristic publicizing via public relations.
5	To get information about touristic publicizing via personal contact.

Programme Outcomes (Tourism Guiding)

1	To have scientific and professional ethical values
2	To gain the ability of analytical and critical thinking
3	To have an awareness of requirement of gaining lifelong new knowledge and skills
4	To know the basic concepts about tourism sector
5	To comprehend relationship between tourism and natural, cultural and social environment
6	To have enough foreign language knowledge to follow trends and studies in his/her field and to be able to communicate
7	to be able to use the second foreign language at medium level.
8	to have the ability of doing team work.
9	To gain the ability to use information technologies in his/her field at a good level.
10	To gain administrative knowledge and ability in his/her field.
11	To be competent on the subject of human relations and behaviours which are required in tourism industry
12	To be able to track the trends in his/her field.
13	To have knowledge and ability on the subjects required for his/her profession.
14	To have comprehensive knowledge required for his/ her profession about other tourism services
15	To have enough knowledge about culture and customs of his/her own country.
16	To have enough knowledge about different cultures and customs.

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	3	3	3	3	5
P2	3	3	3	3	4
P3	1	1	1	1	1
P4	5	5	5	5	4
P5	4	4	4	4	3
P6	2	2	2	1	1
P7	1	1	1	1	1
P8	4	4	4	4	4
P9	1	1	1	1	1
P10	3	3	3	4	3
P11	3	3	3	3	3
P12	4	4	4	4	4
P13	4	4	4	4	4
P14	4	4	4	4	4
P15	3	3	3	4	4
P16	3	3	3	4	4

