# AYDIN ADNAN MENDERES UNIVERSITY
# COURSE INFORMATION FORM

| Course Title | Protocol Information and Rules of Courtesy | | | | | | |
|---|---|---|---|---|---|---|---|
| Course Code | PSY208 | | Couse Level | Short Cycle (Associate's Degree) | | | |
| ECTS Credit | 3 | Workload | 75 *(Hours)* | Theory | 2 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | The aim of this course is to make students aware of the place and importance of protocol in social life and work environment; to provide the protocol information to be used in business and social life; to develop the ability to exhibit and apply this information in the appropriate place and time when working with people and institutions with which it communicates; it is aimed to provide a health personnel who apply these rules to the ability to represent the institution they work for and to set an example for other employees. | | | | | | |
| Course Content | Protocols and concession rules in institutions and organizations. | | | | | | |
| Work Placement | N/A | | | | | | |
| Planned Learning Activities and Teaching Methods | | | Explanation (Presentation) | | | | |
| Name of Lecturer(s) | | | | | | | |

## Assessment Methods and Criteria

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

## Recommended or Required Reading

| 1 | Protokol Bilgisi, Mehmet ALTINÖZ, Hasan TUTAR, Kadir BAYRAKTAR, Nobel Yayınları,2006 |
|---|---|

| Week | Weekly Detailed Course Contents | |
|---|---|---|
| 1 | Theoretical | . |
| 2 | Theoretical | . |
| 3 | Theoretical | . |
| 4 | Theoretical | . |
| 5 | Theoretical | . |
| 6 | Theoretical | . |
| 7 | Theoretical | . |
| 8 | Intermediate Exam | . |
| 9 | Intermediate Exam | . |
| 10 | Theoretical | . |
| 11 | Theoretical | . |
| 12 | Theoretical | . |
| 13 | Theoretical | . |
| 14 | Theoretical | . |
| 15 | Theoretical | . |
| 16 | Final Exam | . |

## Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---|---|---|---|---|
| Lecture - Theory | 2 | 2 | 20 | 44 |
| Midterm Examination | 1 | 5 | 7 | 12 |
| Final Examination | 1 | 5 | 14 | 19 |
| | | | Total Workload (Hours) | 75 |
| | | [Total Workload (Hours) / 25*] = **ECTS** | | 3 |
| *25 hour workload is accepted as 1 ECTS | | | | |

## Learning Outcomes

| 1 | |
|---|---|

| 2 | |
|---|---|
| 3 | |
| 4 | |
| 5 | |

**Programme Outcomes** *(Retail Sale and Store Management)*

| | |
|---|---|
| 1 | To have sufficient knowledge about retailing and store management. |
| 2 | Having the ability to communicate effectively with the customer. |
| 3 | To be able to identify and solve problems in retailing. |
| 4 | Learning about store management and store atmosphere. |
| 5 | Analyzing and interpreting consumer behaviors. |
| 6 | To have professional ethics and responsibility consciousness. |
| 7 | Having information about personal sales techniques. |
| 8 | Getting enough information about store design and settlement. |
| 9 | Awareness of the necessity of life-long learning; Social media, technology retailing and electronic retailing. |
| 10 | Ability to work effectively as a team, gain self-confidence to take responsibility. |

**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 | 4 | 4 | 3 | 5 | 3 |
| P2 | 3 | 3 | 4 | 5 | 4 |
| P3 | 5 | 4 | 4 | 4 | 4 |
| P4 | 4 | 4 | 4 | 5 | 3 |
| P5 | 4 | 2 | 3 | 5 | 5 |
| P6 | 5 | 4 | 3 | 4 | 4 |
| P7 | 3 | 4 | 4 | 4 | 4 |
| P8 | 4 | 4 | 4 | 3 | 4 |
| P9 | 4 | 4 | 4 | 4 | 4 |
| P10 | 3 | 4 | 3 | 3 | 5 |