



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

|  |   |  |                     |  |   |                                 |   |            |   |
|--|---|--|---------------------|--|---|---------------------------------|---|------------|---|
| Course Title                                     |   | Communication  |                     |  |   |                                 |   |            |   |
| Course Code                                      |   | REH109   |                     | Course Level   |   | First Cycle (Bachelor's Degree) |   |            |   |
| ECTS Credit                                      | 3 | Workload   | 80 ( <i>Hours</i> ) | Theory   | 3 | Practice                        | 0 | Laboratory | 0 |
| Objectives of the Course                         |   | The aim of the course is to emphasize the differences between verbal, nonverbal and written communication types; to examine empathy in communication; to evaluate individual and organizational importance of communication. |                     |  |   |                                 |   |            |   |
| Course Content                                   |   | The subjects of interpersonal communication, the issue of organizational communication and verbal-nonverbal communication will be given in the lesson.   |                     |  |   |                                 |   |            |   |
| Work Placement                                   |   | N/A  |                     |  |   |                                 |   |            |   |
| Planned Learning Activities and Teaching Methods |   |  |                     | Explanation (Presentation), Discussion, Individual Study |   |                                 |   |            |   |
| Name of Lecturer(s)                              |   | Assoc. Prof. Gülnur KARAKAŞ TANDOĞAN   |                     |  |   |                                 |   |            |   |

### Assessment Methods and Criteria

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

### Recommended or Required Reading

|   |  |
|---|--|
| 1 | Mısırlı, İrfan (2008), Genel ve Teknik İletişim, Detay Yayıncılık, Ankara.                         |
| 2 | McKay, Matthew vd. (2010), İletişim Becerileri. Çev: Özgür Gelbal, HYB Basım Yayım, Ankara.        |
| 3 | Navarro, Joe ve Marvin Karlins (2010), Beden Dili. Çev: Taylan Taftaf. Alfa Basım Yayım, İstanbul. |
| 4 | Gürgeç, Haluk (1997), Örgütlerde İletişim Kalitesi. Der Yayınları, İstanbul.                       |
| 5 | Bahar, Emel (2011), Mesleki Yazışmalar. Detay Yayıncılık, Ankara.                                  |

| Week | Weekly Detailed Course Contents |  |
|------|---------------------------------|--|
| 1    | Theoretical                     | Meeting the students, giving information about the lesson and its objectives |
| 2    | Theoretical                     | The concept of communication and communication model                         |
| 3    | Theoretical                     | Signs used in communication, types of signs and meanings                     |
| 4    | Theoretical                     | Communication barrier  |
| 5    | Theoretical                     | Communication types and organizational communication                         |
| 6    | Theoretical                     | Verbal communication, speaking and listening                                 |
| 7    | Theoretical                     | Non verbal communication, body language                                      |
| 8    | Theoretical                     | Written communication  |
| 9    | Intermediate Exam               | Midterm Exam   |
| 10   | Theoretical                     | Interview and meeting  |
| 11   | Theoretical                     | Social communication; impressing people,, speaking in front of society       |
| 12   | Theoretical                     | Persuasive communication   |
| 13   | Theoretical                     | Emphatic communication and individuality-I                                   |
| 14   | Theoretical                     | Emphatic communication and individuality-II                                  |
| 15   | Theoretical                     | General evaluation of the lesson   |
| 16   | Final Exam                      | Final Exam   |

### Workload Calculation

| Activity            | Quantity | Preparation | Duration | Total Workload |
|---------------------|----------|-------------|----------|----------------|
| Lecture - Theory    | 14       | 1           | 3        | 56             |
| Assignment          | 1        | 10          | 1        | 11             |
| Midterm Examination | 1        | 6           | 1        | 7              |



|   |   |   |   |    |
|---|---|---|---|----|
| Final Examination                       | 1 | 5 | 1 | 6  |
| Total Workload (Hours)                  |   |   |   | 80 |
| [Total Workload (Hours) / 25*] = ECTS   |   |   |   | 3  |
| *25 hour workload is accepted as 1 ECTS |   |   |   |    |

### Learning Outcomes

|   |  |
|---|--|
| 1 | To be able to identify the various features of the factors in communication such as the source, the receiver, the message, |
| 2 | To be able to recognize the communication model and the elements within the model.   |
| 3 | To be able to recognize the features that must be obtained by the source and receiver for a proper communication           |
| 4 | To be able to employ the skills of rhetoric and listening through the introduction of verbal communication.                |
| 5 | To have knowledge about communication types and organizational communication.  |
| 6 | To have knowledge about the skills to speak in front of people.  |

### 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 | L6 |
|-----|----|----|----|----|----|----|
| P1  | 2  | 2  | 2  | 2  | 2  | 2  |
| P2  | 5  | 5  | 5  | 5  | 5  | 5  |
| P3  | 5  | 5  | 5  | 5  | 5  | 5  |
| P4  | 3  | 3  | 3  | 3  | 3  | 3  |
| P5  | 4  | 4  | 4  | 4  | 4  | 4  |
| P6  | 3  | 3  | 3  | 3  | 3  | 3  |
| P7  | 1  | 1  | 1  | 1  | 1  | 1  |
| P8  | 2  | 2  | 2  | 2  | 2  | 2  |
| P9  | 1  | 1  | 1  | 1  | 1  | 1  |
| P10 | 5  | 5  | 5  | 5  | 5  | 5  |
| P11 | 5  | 5  | 5  | 5  | 5  | 5  |
| P12 | 5  | 5  | 5  | 5  | 5  | 5  |
| P13 | 4  | 4  | 4  | 4  | 4  | 4  |
| P14 | 3  | 3  | 3  | 3  | 3  | 3  |
| P15 | 4  | 4  | 4  | 4  | 4  | 4  |
| P16 | 4  | 4  | 4  | 4  | 4  | 4  |

