



**AYDIN ADNAN MENDERES UNIVERSITY**  
**ATÇA VOCATIONAL SCHOOL**  
**ECONOMICS AND ADMINISTRATIVE PROGRAMS**  
**PUBLIC RELATIONS**  
**COURSE INFORMATION FORM**

Course Title	Rules of Prototocoland Social Conduct								
Course Code	BYP111			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	53 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	The rules of the institution and the authority represented by the official and social protocol to protect the reputation and credibility with the rules of courtesy and behavior rules to teach the official protocol.								
Course Content	Description of Protocol and examine the historical development of protocol-To implement the social behavior of protocol -In institutions and organizations to implement the protocol-To make the personal care -Select clothing and accessories- To implement the protocol in Corporate activities								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study								
Name of Lecturer(s)									

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading	
1	Protokol Bilgisi, Nihat AYTÜRK

Week	Weekly Detailed Course Contents	
1	Theoretical	Description of Protocol and examine the historical development of protocol.
2	Theoretical	To implement the social behavior of protocol
3	Theoretical	To implement the social behavior of protocol
4	Theoretical	To implement the social behavior of protocol
5	Theoretical	To implement the social behavior of protocol
6	Theoretical	To implement the protocol in agencies and organizations
7	Theoretical	To implement the protocol in agencies and organizations
8	Intermediate Exam	Midterm exam
9	Theoretical	To implement the protocol in corporate activities
10	Theoretical	To implement the protocol in corporate activities
11	Theoretical	To implement the protocol in corporate activities
12	Theoretical	To make the personal care
13	Theoretical	To make the personal care
14	Theoretical	Select clothing and accessories
15	Theoretical	Select clothing and accessories

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	11	1	12
Final Examination	1	12	1	13
Total Workload (Hours)				53
[Total Workload (Hours) / 25*] = ECTS				2

\*25 hour workload is accepted as 1 ECTS

Learning Outcomes	
1	To be able to apply the rules of protocol
2	To be able to manage personal image



