



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

Course Title	Professional Correspondence								
Course Code	BYP202			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (Hours)	Theory	3	Practice	1	Laboratory	0
Objectives of the Course	Students will gain knowledge of how to write professional letters, official papers, business papers and private papers quickly and efficiently on the computer.								
Course Content	Qualitative features of correspondence, Grammar and writing rules, Writing process, Formal types of writing, Types of business writing, Special types of writing, Incoming paperwork, Out coming paperwork								
Work Placement	None								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Case Study, Individual 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	Mesleki Yazışmalar, Emel BAHAR
2	Mesleki Yazışmalar, Öznur KOÇ
3	Yazışma Teknikleri (Örnekler ve Uygulamalar), Hakan KOÇ, Menekşe TARHAN ÖZTOPRAK

Week	Weekly Detailed Course Contents	
1	Theoretical	Qualitative features of correspondence
2	Theoretical	Rules of grammar and spelling in correspondence
3	Theoretical	Writing process
4	Theoretical	Writing process First-degree sections of the official papers
5	Theoretical	First-degree sections of the official papers Second-degree sections of the official papers
6	Theoretical	Second-degree sections of the official papers Formal types of writing
7	Theoretical	Formal types of writing
8	Intermediate Exam	Midterm Exam
9	Theoretical	Formal types of writing
10	Theoretical	Business writing sections Second-degree sections of the business papers
11	Theoretical	Types of business writing
12	Theoretical	Types of business writing Special types of writing
13	Theoretical	Special types of writing
14	Theoretical	Incoming paperwork
15	Theoretical	Outcoming paperwork

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Lecture - Practice	14	0	1	14
Midterm Examination	1	19	1	20
Final Examination	1	23	1	24
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to write quick and effective official letters.
---	---



2	To be able to write quick and effective business and private letters.
3	To be able to send and receive correspondences.

