



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

Course Title	Research Method and Techniques								
Course Code	HIT217			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	54 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	The aim of this course is to provide the students with the ability of researching, report preparation and presentation in front of an audience, related to a particular subject and within the framework of particular rules. Besides, students will improve their theoretical and practical skills related to their chosen topic for the thesis.								
Course Content	Scientific research methods- data collection methods- data analysis methods- rules of scientific report writing- effective presentation techniques- individual research								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), 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	Lecturer's Notes

Week	Weekly Detailed Course Contents	
1	Theoretical	Course description, requirements and principles
2	Theoretical	Definition and content of scientific research
3	Theoretical	Steps of Scientific Research
4	Theoretical	Types of Research and Data Collection Methods
5	Theoretical	Data Collection and Sampling Methods
6	Theoretical	Literature Review
7	Theoretical	Preparation of an Outline and Essays of Outlining
8	Intermediate Exam	Midterm
9	Theoretical	Preparation of Questionnaires
10	Theoretical	Preparation of Tables and Graphics, Calculation of Mean, Percentage and Index Values
11	Theoretical	Formal Structure of Research Report
12	Theoretical	Source Demonstration Methods
13	Theoretical	Effective Presentation Techniques and Using Visual Materials
14	Theoretical	Individual Study
15	Theoretical	Individual Study

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				54
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes	
1	Having the necessary experience to be able to make a research on any subject in the field of agricultural economics, covering the steps of problem definition, establishment of hypostasis, data collection, analysis, syntheses, interpretation and putting forward solutions....



