



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

Course Title	Organizational Communication								
Course Code	HIT112			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	52 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	This course aims to provide students with adequate knowledge about organizational communication								
Course Content	.The concept of organizational communication and gain competency in communicating with business life 2. Factors that impede effective communication in organizations 3.To have a knowledge about Organizational Conflict techniques								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, 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	1. Örgütsel İletişim, Özlem Güllüoğlu
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Week	Weekly Detailed Course Contents	
1	Theoretical	Communication and Communication Models
2	Theoretical	communication Functions
3	Theoretical	Perception and Persuasive Communication
4	Theoretical	Conformity Behavior And Obedience
5	Theoretical	The Concept of Organizational Communication
6	Theoretical	Objective and functions of communication in organizations
7	Theoretical	Ways of Communication in Organizations
8	Intermediate Exam	midterm exam
9	Theoretical	Importance of communication in organizations
10	Theoretical	Factors that impede effective communication in organizations
11	Theoretical	Organizational Conflict
12	Theoretical	Effective Speaking and Listening
13	Theoretical	Public Relations as an organizational form of communication
14	Theoretical	Stress Management in Organizational Communication
15	Theoretical	Time Management in Organizational Communication

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	30	0	1	30
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				52
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	1.The concept of organizational communication and gain competency in communicating with business life
2	Factors that impede effective communication in organizations



3 To have a knowledge about Organizational Conflict techniques

