



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

Course Title	Organization Of Congress And Seminars								
Course Code	BYP208			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	1	Laboratory	0
Objectives of the Course	Throughout this course, students will gain competence in making seminar organizations in the Tourism and Travel Services program.								
Course Content	Research and development activities, Program content creation, Operations planning, Social and Cultural Programs Planning, Finance planning								
Work Placement	None								
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	Toplantı yönetimi kongre, konferans, seminer ve fuar organizasyonları , Prof.Dr.Celil Çakıcı
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Week	Weekly Detailed Course Contents	
1	Theoretical	Research and development activities
2	Theoretical	Research and development activities
3	Theoretical	Program content creation
4	Theoretical	Program content creation
5	Theoretical	Program content creation
6	Theoretical	Operations planning
7	Theoretical	Operations planning
8	Intermediate Exam	Midterm Exam
9	Theoretical	Operations planning
10	Theoretical	Operation procedures
11	Theoretical	Operation procedures
12	Theoretical	Social and Cultural Programs Planning
13	Theoretical	Social and Cultural Programs Planning
14	Theoretical	Finance planning
15	Theoretical	Finance planning
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Lecture - Practice	1	14	0	14
Midterm Examination	1	15	1	16
Final Examination	1	16	1	17
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to make preliminary preparations for seminar and conference organizations.
2	To be able to conduct the process of conference and seminar organizations.



3	To learn the activities and aims of institutions and organizations that are engaged in congress organization activities
4	To learn preparation techniques and processes in all stages of congress and fair organizations
5	To organize financial planning and tables in congress and fair organizations

