



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations and Communication in Security							
Course Code		ÖGK213		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	95 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		With this course, students, oral, non-verbal, written, formal, non-formal and internal and external organization communication competencies will be gained.							
Course Content		Oral communication, Written communication, Non-verbal communication, Formal communication, Formal communication, Informal communication, Non-organizational communication							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Problem Solving					
Name of Lecturer(s)		Ins. Aslı ESENKAYA							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Author: Ahmet Kaya Publisher: Zeus Kitabevi General and Technical Communication
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Week	Weekly Detailed Course Contents	
1	Theoretical	Communication Concept and Definition
2	Theoretical	Concept of Process in Communication and Elements in Communication Process-I- (Source-Message-Channel-Receiver)
3	Theoretical	Communication Process and Elements-II- (Coding-Decoding-Relational framework-Reflection)
4	Theoretical	Communication Process and Elements-III- (Noise-Collector Echo-Selective Perception)
5	Theoretical	Types of Communication (Language-Culture Relationship in Communication)
6	Theoretical	Types of Communication (Nonverbal Communication)
7	Theoretical	Communication Types
8	Theoretical	Types of Communication (According to the participants in the communication process: Internal Communication, Interpersonal Communication, Intergroup Communication, Intergroup Communication)
9	Intermediate Exam	Midterm
10	Theoretical	Basic Communication Models
11	Theoretical	Halkla ilişkiler önemi
12	Theoretical	Types of public relations
13	Theoretical	Basic Principles in Public Relations
14	Theoretical	Public Relations in Virtual Environment
15	Theoretical	Example Public Relations Practices
16	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	2	9	2	22
Individual Work	2	8	2	20
Midterm Examination	1	10	1	11



Final Examination	1	13	1	14
Total Workload (Hours)				95
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Explain the concept of communication
2	Evaluate the types of communication.
3	Compares interpersonal communication and mass communication
4	Will be able to analyze communication models.
5	Interprets effective communication according to communication models

Programme Outcomes (Private Security and Protection)

1	Know the powers of private security
2	Know defense and attack techniques
3	To understand the security measures
4	Establishing Organizational Communication
5	To apply the basic principles of first aid
6	To be able to make threat assessment and risk management
7	Learn what the body language is and what needs to be considered to ensure effective communication.
8	Weapon information
9	Knows Environmental Health Management in Disasters
10	Knows the elements of crime
11	Prepare a security plan
12	To have necessary knowledge in the field of criminology
13	To be able to determine employee and employer relations
14	To have information about the types of terrorist attacks and the signs of the attacks
15	Evaluate new approaches in security studies
16	Show effective interventions in social activities
17	Search and rescue in case of emergency, conducting emergency studies, can manage the organization
18	Explain the basic elements of health and the factors affecting it.
19	Know the basic principles of survival

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P4	5	5	5	5	5
P7	5	5	5	5	5

