



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

|  |   |   |             |   |   |                                |   |            |   |
|--|---|---|-------------|---|---|--------------------------------|---|------------|---|
| Course Title                                     |   | Corporate Communication in Sports Organizations   |             |   |   |                                |   |            |   |
| Course Code                                      |   | BSÖ576  |             | Course Level  |   | Second Cycle (Master's Degree) |   |            |   |
| ECTS Credit                                      | 7 | Workload  | 176 (Hours) | Theory  | 3 | Practice                       | 0 | Laboratory | 0 |
| Objectives of the Course                         |   | Evolving out of the definition and the classification of the the interpersonal communication which is used as the most effective manner in many communication forms, it is aimed to eliminate the obstacles and barriers to the development of communication skills and the interpersonal conflicts encountered in the interpersonal communication process and to provide all of them in a systematic learning. |             |   |   |                                |   |            |   |
| Course Content                                   |   | Definition of the concept of communication, communication process, its components and its operation.  |             |   |   |                                |   |            |   |
| Work Placement                                   |   | N/A   |             |   |   |                                |   |            |   |
| Planned Learning Activities and Teaching Methods |   |   |             | Explanation (Presentation), Discussion, Problem Solving |   |                                |   |            |   |
| Name of Lecturer(s)                              |   |   |             |   |   |                                |   |            |   |

### Assessment Methods and Criteria

| Method              | Quantity | Percentage (%) |
|---------------------|----------|----------------|
| Midterm Examination | 1        | 40             |
| Final Examination   | 1        | 60             |

### Recommended or Required Reading

|   |   |
|---|---|
| 1 | Köknel, Özcan "2000'li Yılları Algılamak", Altın Kitaplar, 2005.                              |
| 2 | Cüceloğlu, Doğan, "Yeniden İnsan İnsana", Remzi Kitapevi, 2000.                               |
| 3 | Lelord, François ve Andre, Christophe, "Zor Kişilikler'le Yaşamak", İletişim Yayınları, 2000. |

| Week | Weekly Detailed Course Contents |  |
|------|---------------------------------|--|
| 1    | Theoretical                     | Introduction to the course.  |
| 2    | Theoretical                     | Definition of the concept of communication.  |
| 3    | Theoretical                     | Definition and characteristics of interpersonal communication.                                 |
| 4    | Theoretical                     | Difference of Interpersonal communication from the other communication types of communication. |
| 5    | Theoretical                     | The importance of interpersonal communication.   |
| 6    | Theoretical                     | Methods for effective interpersonal communication.   |
| 7    | Practice                        | Introduction to interpersonal communication patterns.  |
| 8    | Intermediate Exam               | Midterm Exam   |
| 9    | Theoretical                     | Essential behavioral patterns for interpersonal communication.                                 |
| 10   | Theoretical                     | Causes of conflict between interpersonal communication.  |
| 11   | Practice                        | classroom presentation   |
| 12   | Practice                        | classroom presentation   |
| 13   | Practice                        | classroom presentation   |
| 14   | Practice                        | Review.  |
| 15   | Practice                        | Assesment  |
| 16   | Final Exam                      | Final Exam   |

### Workload Calculation

| Activity            | Quantity | Preparation | Duration | Total Workload |
|---------------------|----------|-------------|----------|----------------|
| Lecture - Theory    | 14       | 5           | 5        | 140            |
| Individual Work     | 4        | 4           | 4        | 32             |
| Midterm Examination | 1        | 1           | 1        | 2              |



|   |   |   |   |     |
|---|---|---|---|-----|
| Final Examination                       | 1 | 1 | 1 | 2   |
| Total Workload (Hours)                  |   |   |   | 176 |
| [Total Workload (Hours) / 25*] = ECTS   |   |   |   | 7   |
| *25 hour workload is accepted as 1 ECTS |   |   |   |     |

### Learning Outcomes

|   |  |
|---|--|
| 1 | Students will be able to define the concepts of communication, art, culture and others on the field (Public Relations and Advertisement) and to associate the acquired theoretical information with the practices in the sector  |
| 2 | To gain the success on the field of Public Relations and Advertisement they will acquire the must theoretical acquisitions and they will be able to make creative designs by learning the quantitative and qualitative methods of the field.   |
| 3 | By understanding developments of the subjects like communication, media, culture and art in their historical processes students will be able to evaluate the changes and results in the field (Public Relations and Advertisement) related to cultural, social and technological improvements. |
| 4 | They will observe the technological, cultural and social improvements and will be able to practice these changes in the field (Public Relations and Advertisement)   |
| 5 | Learns the communication scheme.   |

### Programme Outcomes (Physical Education and Sports Master)

|   |   |
|---|---|
| 1 | Uses application and problem solving skills in interdisciplinary studies.   |
| 2 | Develops basic scientific knowledge and attitude appropriate to body and sport.   |
| 3 | Interpret the results of test development and measurement for the development of individuals in physical education and sport. |
| 4 | Explains the scientific methods in physical education and sports.   |
| 5 | o follow national and international developments in the field and maintain professional development.                          |
| 6 | Beden eğitimi ve spor örgütlerinin örgüt iklimi ve kültürünü tanımlar.  |

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

|    | L1 | L2 | L3 | L4 | L5 |
|----|----|----|----|----|----|
| P1 | 2  | 1  | 3  | 2  | 3  |
| P2 | 3  | 2  | 2  | 3  | 1  |
| P3 | 2  | 1  | 4  | 2  | 2  |
| P4 | 3  | 2  | 2  | 4  | 2  |
| P5 | 1  | 3  | 1  | 2  | 1  |
| P6 | 2  | 2  | 3  | 3  | 4  |

