



AYDIN ADNAN MENDERES UNIVERSITY
GRADUATE SCHOOL OF HEALTH SCIENCES
PHYSICAL EDUCATION AND SPORTS
PHYSICAL EDUCATION AND SPORTS
PHYSICAL EDUCATION AND SPORTS MASTER
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

