



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Thesis Study I								
Course Code	TEZ701		Couse Level		Second Cycle (Master's Degree)				
ECTS Credit	22	Workload	545 (Hours)	Theory	0	Practice	1	Laboratory	0
Objectives of the Course	Conducting the thesis study, presenting the latest developments about the thesis and getting information about the thesis and explaining the opinions, contributing to the improvement of the quality of the thesis, giving the idea, creating the synergy in the selection and execution of the thesis topics in the departments and reaching the conclusion of the thesis efficiently.								
Course Content	Conducting and writing the thesis on the subject.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Experiment, Demonstration, Discussion, Case Study, Project Based Study, Individual Study, Problem Solving								
Name of Lecturer(s)	Assoc. Prof. Ahmet BİLDİREN, Assoc. Prof. Ahu YAZICI AYYILDIZ, Assoc. Prof. Algin OKURSOY, Assoc. Prof. Ali BİLGENOĞLU, Assoc. Prof. Ali Emre DİNGİN, Assoc. Prof. Ali İhsan YAPICI, Assoc. Prof. Ali Serdar SAĞKAL, Assoc. Prof. Aslı İCİL TUNCER, Assoc. Prof. Atilla DÖNÜK, Assoc. Prof. Ayfer METİN TELLİOĞLU, Assoc. Prof. Aynur UÇKAÇ, Assoc. Prof. Aysun GÜR, Assoc. Prof. Ayşe ÖZTÜRK SAMUR, Assoc. Prof. Aytül UÇAK KOÇ, Assoc. Prof. Aziz BOSTAN, Assoc. Prof. Behiç Alp AYTEKİN, Assoc. Prof. Belgin YILDIRIM, Assoc. Prof. Beyza ERER, Assoc. Prof. Bilgen KIRAL, Assoc. Prof. Birgül CAMBAZOĞLU, Assoc. Prof. Burak FEYZİOĞLU, Assoc. Prof. Bülent ÇELİK, Assoc. Prof. Ceren DİNLER AY, Assoc. Prof. Ceren SAYGI GERÇEKER, Assoc. Prof. Coşkun DENİZ, Assoc. Prof. Çağatay DERECELİ, Assoc. Prof. Didem AYDOĞAN, Assoc. Prof. Didem TEZSÜRÜCÜ COŞANSU, Assoc. Prof. Dilan TÜYSÜZ, Assoc. Prof. Duriye Esra ANGIN, Assoc. Prof. Ebru ERSOY TONYALOĞLU, Assoc. Prof. Ebru YILMAZ, Assoc. Prof. Elvan HAYAT, Assoc. Prof. Engin ÇAKIR, Assoc. Prof. Erdal İSBİR, Assoc. Prof. Eren Ekin ERCAN, Assoc. Prof. Erhan EKİCİ, Assoc. Prof. Erkan ÇETİNKAYA, Assoc. Prof. Erman ORYAŞIN, Assoc. Prof. Esin POYRAZOĞLU, Assoc. Prof. Evin ERDEN TOPOĞLU, Assoc. Prof. Eyüp YILMAZ, Assoc. Prof. Fatih Mehmet YILMAZ, Assoc. Prof. Ferda ZAMBAK, Assoc. Prof. Funda ODUNCUOĞLU, Assoc. Prof. Gökhan ÇINAR, Assoc. Prof. Gökhan Şefik ERKURT, Assoc. Prof. Gözde Başak ÖZTÜRK ÖZERAY, Assoc. Prof. Gülnur KARAKAŞ TANDOĞAN, Assoc. Prof. Gülşah SEZEN AKAR, Assoc. Prof. Hakan ATAY, Assoc. Prof. Hasan ERDOĞAN, Assoc. Prof. Hasan GÜLER, Assoc. Prof. Hasan GÜLTEKİN, Assoc. Prof. Hasan ULUKAN, Assoc. Prof. Hatice AKDAĞ, Assoc. Prof. Hatice GÜNEŞ, Assoc. Prof. Hatice ÖNER, Assoc. Prof. Kevser TOZDUMAN YARALI, Assoc. Prof. Kıymet YAVUZASLAN, Assoc. Prof. Korhan GÜNEL, Assoc. Prof. Kurtuluş BOZKURT, Assoc. Prof. Mavi AKKAYA YILMAZ, Assoc. Prof. Mehmet BÖLÜKBAŞ, Assoc. Prof. Mehmet Eren UZ, Assoc. Prof. Mehmet GÜLER, Assoc. Prof. Mehmet Metin DAM, Assoc. Prof. Mehmet Umut TUNCER, Assoc. Prof. Meryem NAKİBOĞLU, Assoc. Prof. Mesut GÜNENÇ, Assoc. Prof. Muattar Demet DOĞRUÖZ, Assoc. Prof. Musa GÜMÜŞ, Assoc. Prof. Mustafa AKKAYA, Assoc. Prof. Mustafa GÜLLÜBAĞ, Assoc. Prof. Muzaffer Özgür YANARDAĞ, Assoc. Prof. Müslime GÜNEŞ, Assoc. Prof. Nergiz GÜNDEL, Assoc. Prof. Nilgün SOFUOĞLU KILIÇ, Assoc. Prof. Olcay BOYACIOĞLU, Assoc. Prof. Onur YILMAZ, Assoc. Prof. Özgür KAMER AKSOY, Assoc. Prof. Özlem Sultan ASLANTÜRK, Assoc. Prof. Pelin ERDAL AYTEKİN, Assoc. Prof. Pero Duygu DUMANGÖZ, Assoc. Prof. Rahşan ÇAM, Assoc. Prof. Safiye ÖZVURMAZ, Assoc. Prof. Sedat AKKURNAZ, Assoc. Prof. Serdar ÇİFTCİ, Assoc. Prof. Soner Sertan KARA, Assoc. Prof. Sultan ÖZKAN, Assoc. Prof. Şaban ERTEKİN, Assoc. Prof. Şahin BULUT, Assoc. Prof. Tuğba AKIN, Assoc. Prof. Tuğrul AYYILDIZ, Assoc. Prof. Tuncay SAYGIN, Assoc. Prof. Tülay YÜREKLİ, Assoc. Prof. Umut Tolga GÜMÜŞ, Assoc. Prof. Ümit ÖZYILMAZ, Assoc. Prof. Yakup Onur KOCA, Assoc. Prof. Yasin YILDIZ, Assoc. Prof. Yelda KADIOĞLU, Assoc. Prof. Yelda Özlem KÖLGELİER, Ins. Asude Gülçe ORYAŞIN, Lec. Ahmet GENÇ, Lec. Ali CENGİZ, Lec. Ali Erdem AKGÜL, Lec. Ali GÜREŞ, Lec. Alpay BÜLBÜL, Lec. Alper ERÇETİNGÖZ, Lec. Arzu TANIŞ ÖZÇELİK, Lec. Aslı ZUNGUR BAŞTIOĞLU, Lec. Ayçıl ÖZTURAN ŞİRİN, Lec. Aylin UĞURLU, Lec. Aynur ÖRNEK, Lec. Ayten CAN, Lec. Barış GÜRSOY, Lec. Başak DOĞAN, Lec. Baturay ERDAL, Lec. Berivan BİNAY, Lec. Berker BULUT, Lec. Berna ARSLAN, Lec. Berrin GÜNER, Lec. Bilginer TUNA, Lec. Birsan KIRIM, Lec. Burcu ALTUN BİRGÜN, Lec. Burcu HİÇYILMAZ, Lec. Büşra KİBAR KURT, Lec. Cihan DOĞAN, Lec. Demet AKDENİZ, Lec. Deniz ÖZEN ÜNAL, Lec. Derya GÜL ÖZTÜRK, Lec. Dilek AÇIKGÖZ KAYA, Lec. Duygu KAYA BİLECENOĞLU, Lec. Ebru GENÇALP, Lec. Elvan KESER, Lec. Emin YİĞİT, Lec. Erhan COŞKUN, Lec. Esin SAYIN, Lec. Esra ÖRENİLİ YAYLAGÜL, Lec. Eyyüp Hakan UÇAR, Lec. Ferhat ŞİRİNYILDIZ, Lec. Feride ÖNCAN SÜMER, Lec. Filiz ERBAŞ, Lec. Galip GENÇ, Lec. Gamze Sevri EKREN AŞICI, Lec. Gönül TEZCAN, Lec. Güliz UYAR GÜLEÇ, Lec. Gülizar Seda YILMAZ, Lec. Gülsüm KARAKAYA, Lec. Gülten Emek TUNA, Lec. Günver GÜNEŞ, Lec. Halil İbrahim YILMAZ, Lec. Halil MUTİOĞLU, Lec. Hanife Can ŞEN, Lec. Hatice ARMUTCUOĞLU TEKİN, Lec. Hicabi ARSLAN, Lec. Hikmet MENGÜASLAN, Lec. Hüseyin GÜL, Lec. Kemal Ramazan HAYKIRAN, Lec. Mehmet Atilla GÜLER, Lec. Mehmet AYDINER, Lec. Mehmet BAŞARAN, Lec. Mehmet ULUTAŞ, Lec. Melek Ece ÖNCÜER ÇİVİCİ, Lec. Meltem IŞIK AFACAN, Lec. Mesut ÇAKIR, Lec. Mustafa DOĞANER, Lec. Müjdat AĞCAYAZI, Lec. Nisa BAŞARA BAYDİLEK, Lec. Nurettin TOPUZ, Lec. Onur DURUKAL, Lec. Onur TATLI, Lec. Onurcan KAYA, Lec. Osman NACAK, Lec. Özcan ABAYLI, Lec. Pelin KOÇAK KIZANLIK, Lec. Rifat AŞLIYAN, Lec. Rukiye YAVAŞER BONCOOĞLU, Lec. Sadık BÜYÜKYÖRÜK, Lec. Safiye Pınar TUNALI, Lec. Sare İlknur YAVAŞOĞLU, Lec. Selçuk GÖÇMEZ, Lec. Selin HACILARLIOĞLU, Lec. Sercan YAVAN, Lec. Serhan ULUSAN, Lec. Sermin AĞRALI ERMİŞ, Lec. Sevil ÖZCAN, Lec. Simge KALAV, Lec. Sinan GÜÇLÜER, Lec. Şebnem ÖZKAN, Lec. Tahir YILMAZ, Lec. Taner ARABACIOĞLU, Lec. Tarık İLİMAN, Lec. Turgay ERAY, Lec. Uğur TATLISUMAK, Lec. Uğur UÇAN, Lec. Vasfi ÇİLİNGİR, Lec. Yasemin COŞKUN								



ERDOĞAN, Lec. Yılmaz ERDEM, Lec. Yusuf Ziya ŞİPAL, Lec. Zeynep BOZKAN, Lec. Zühal GÜNDÜZ, Prof. Abdullah ÖZDEMİR, Prof. Abdullah TANRISEVDİ, Prof. Adem ÖZDEMİR, Prof. Ahmet Can BAKKALCI, Prof. Ahmet KILIÇKAN, Prof. Ahmet OKUMUŞ, Prof. Ahmet TOKSOY, Prof. Ali ÇELİK, Prof. Ali Rıza ERDEM, Prof. Alpaslan GÖKÇİMEN, Prof. Altuğ ÖZDEN, Prof. Arzu GÜLER, Prof. Aslı SARAÇOĞLU, Prof. Aslı YENİPAZARLI, Prof. Aslı YORULMAZ, Prof. Asuman Seda SARACALOĞLU, Prof. Atakan HATİPOĞLU, Prof. Atila YÜKSEL, Prof. Aydın ÜNAY, Prof. Aynur CİVELEK, Prof. Aysun SARİBEY HAYKIRAN, Prof. Ayşegül BİLDİK, Prof. Barış ATİKER, Prof. Barış KARA, Prof. Bayazıt MUSAL, Prof. Berfin KART TEPE, Prof. Bertan AKYOL, Prof. Bilge AYRANCI, Prof. Burçin ÖLÇÜCÜ, Prof. Bülent DENİZ, Prof. Bülent Sarper AĞIR, Prof. Bülent ULUTAŞ, Prof. Cafer TURGUT, Prof. Caner IŞIK, Prof. Cavit BİRCAN, Prof. Cemal İYEM, Prof. Cengiz ÖZARSLAN, Prof. Cumali ÖKSÜZ, Prof. Çağrı KÖROĞLU, Prof. Çiğdem KILIÇASLAN DENİZ, Prof. Deniz ÇOBAN, Prof. Dide KILIÇALP KILINÇ, Prof. Ece ARMAĞAN, Prof. Emetullah Yasemin BOZDAĞLIOĞLU, Prof. Emin Baki ADAŞ, Prof. Emine GERÇEK ÖTER, Prof. Emre CENGİZ, Prof. Ercan YEŞİLIRMAK, Prof. Erkan KIRAL, Prof. Erkan SALAN, Prof. Ersen YAZICI, Prof. Esin ACAR YÜREKLİ, Prof. Esra ALTINTAŞ, Prof. Eylem YILDIZ FEYZİOĞLU, Prof. Eyyüp Mennan YILDIRIM, Prof. Fatih Mehmet ŞİMŞEK, Prof. Fatma ÇAKIR, Prof. Fatma DEMİRKIRAN, Prof. Fatma Neval GENÇ, Prof. Feriştah SÖNMEZ, Prof. Ferit ÇOBANOĞLU, Prof. Funda KIRAL, Prof. Gizem DÖNMEZ YALÇIN, Prof. Gökhan CESUR, Prof. Göksel ARMAĞAN, Prof. Göksel ERBAŞ, Prof. Gülgün TÜRK, Prof. Gürhan KELEŞ, Prof. Hacı Halil BİYİK, Prof. Hacı Murat ŞAHİN, Prof. Hakan ARSLANER, Prof. Hakan HOTUNLUOĞLU, Prof. Hakkı Bülent BECERİKLİSOY, Prof. Halil Güner SEFEROĞLU, Prof. Halim ESEN, Prof. Hamza KAHRİMAN, Prof. Hasan EREN, Prof. Hatice EROL, Prof. Hatice Hale BOZKURT, Prof. Hatice ÖZENÖĞLU, Prof. Hilal AKTAMIŞ, Prof. Hilal ŞAHİN NADEEM, Prof. Hülya ARSLANTAŞ, Prof. Hüseyin ÇELİK, Prof. Hüseyin ŞENKAYAS, Prof. Hüseyin ÜRETN, Prof. Hüseyin VOYVODA, Prof. Hüseyin YILMAZ, Prof. Hüsnüye ÇALIŞIR, Prof. İlga AKDOĞAN, Prof. İbrahim CEMAL, Prof. İbrahim ÇAKMAK, Prof. İbrahim GENÇSOYLU, Prof. İçten Duygu ÖZBEK, Prof. İlkur BABAHAN BİRCAN, Prof. İlyas KARABIYIK, Prof. İmran KURT ÖMÜRLÜ, Prof. İnci EGE, Prof. İrade ABBASOVA, Prof. İsmail BÖGREKÇİ, Prof. İsmet ATEŞ, Prof. Kayhan DELİBAŞ, Prof. Kerem URAL, Prof. Kerim GÜNDOĞDU, Prof. Kürşat KARACABEY, Prof. Mehmet GÜLTEKİN, Prof. Mehmet Nedim DOĞAN, Prof. Mehmet ÖZDEMİR, Prof. Mehmet Tolga TAN, Prof. Mehmet TURGUT, Prof. Mehmet ULUKAN, Prof. Merve İrem YAPICI, Prof. Mesut KIRMACI, Prof. Muharrem BALKAYA, Prof. Muhsin ÖZDEMİR, Prof. Murat AYDAŞ, Prof. Murat ÇEKİLMEZ, Prof. Murat Necip ARMAN, Prof. Murat ŞENTUNA, Prof. Murat UYGUN, Prof. Mustafa Ali KAYNAK, Prof. Mustafa Ali SARILI, Prof. Mustafa KESEN, Prof. Mustafa ÖZÇAĞ, Prof. Mustafa Özgür SEÇİM, Prof. Mustafa SÜRMEN, Prof. Mürsel ÖZDOĞAN, Prof. Necdet DAĞDELEN, Prof. Nesrin ÖZSOY, Prof. Nilgün YENİCE, Prof. Nuh KILIÇ, Prof. Nuran AYSUL, Prof. Nuri KARASAKALOĞLU, Prof. Nursabah SARIKAVAKLI, Prof. Olcay ARABACI, Prof. Onur TOPOĞLU, Prof. Osman Eralp ÇOLAKOĞLU, Prof. Osman EREKUL, Prof. Osman Orkan ÖZER, Prof. Osman PEKER, Prof. Ömer ERİNCİK, Prof. Öner CANAVAR, Prof. Özge ÇEVİK, Prof. Özlem BALKIZ, Prof. Özlem TÜTÜNCÜLER BİRCAN, Prof. Pınar DEMİRCİOĞLU, Prof. Pınar YENGİN SARP KAYA, Prof. Recep ÖZMERDİVENLİ, Prof. Recep TEKELİ, Prof. Ruhi SARP KAYA, Prof. Selin Muradiye AKÇAY, Prof. Sema OĞLAK, Prof. Serap SAVAŞAN, Prof. Serap ÜNÜBOL AYPAK, Prof. Serdal ÖGÜT, Prof. Serdar PAŞA, Prof. Serkan BAKIRCI, Prof. Serkan ÖNCÜ, Prof. Sevgi ÖZSOY, Prof. Sezai KOÇYİĞİT, Prof. Sezgin DEMİR, Prof. Soner ALADAĞ, Prof. Suat ATEŞLİER, Prof. Sultan BAYSAN, Prof. Şadiye KUM, Prof. Şahabettin YALÇIN, Prof. Şerife AK, Prof. Tanju DEMİR, Prof. Tarık TOTAN, Prof. Tendü Hilal GÖKTUĞ, Prof. Tuncay Ercan SEPETCİOĞLU, Prof. Turan AKKOYUN, Prof. Uğur ŞİRİN, Prof. Utku YAPICI, Prof. Yavuz KILIÇ, Prof. Yunus ÇERÇİ, Prof. Yusuf KADERLİ, Prof. Zöhre POLAT, Res. Assist. Bakiye GÖKER BAĞCA

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Quiz	1	20
Attending Lectures	15	20
Report	1	60

Recommended or Required Reading

1	Thesis Writing Guide
2	Lecture notes on the selected thesis topic
3	All national and international books and publications related to the thesis topic
4	E-books and internet resources

Week	Weekly Detailed Course Contents	
1	Practice	Literature review
2	Practice	Literature review
3	Practice	Literature review
4	Practice	Literature review
5	Practice	Examination and evaluation of the literature on thesis subject
6	Practice	Examination and evaluation of the literature on thesis subject
7	Practice	Examination and evaluation of the literature on thesis subject
8	Practice	Examination and evaluation of the literature on thesis subject



9	Practice	Planning of thesis work, preliminary data study and monitoring
10	Practice	Planning of thesis work, preliminary data study and monitoring
11	Practice	Planning of thesis work, preliminary data study and monitoring
12	Practice	Evaluation of preliminary data obtained in the thesis
13	Practice	Evaluation and presentation of preliminary data obtained from the thesis
14	Practice	Exercise and follow-up of thesis
15	Practice	Exercise and follow-up of thesis

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Practice	15	4	2	90
Assignment	10	5	5	100
Seminar	5	15	5	100
Term Project	5	3	3	30
Individual Work	10	10	10	200
Quiz	5	2	3	25
Total Workload (Hours)				545
[Total Workload (Hours) / 25*] = ECTS				22

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To learn universal norms about thesis study
2	To learn about ethical rules
3	To have information about the history and philosophy of science
4	To work in coordination with his / her supervisor
5	To provide research, project and execution of the thesis
6	To gain skills in writing, presenting, defending and publishing the thesis

Programme Outcomes (Public Relations and Advertising Master)

1	Students will be able to examine the cultural aspects of communication and conduct academic studies on it.
2	Be able to handle the message strategy in the institutional framework
3	Have knowledge about the principles of advertising, marketing principles of multimedia, internet and mobile communication.
4	Basic methods of planning and evaluation of advertising campaigns
5	Ability to interpret advertising and other marketing communications efforts
6	Gains ability in brand, brand image, brand creation and brand equity. Integrated marketing management and strategic role
7	Strategy for distribution channels, retailing and point of purchase
8	Strategy for distribution channels, retailing and point of purchase
9	Characteristics of scientific research and social phenomena
10	Creative thinking and advertising writing and related process

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

	L1	L2	L3	L4	L5	L6
P1	5	5	5	5	5	5
P2	5	5	5	5	5	5
P3	5	5	5	5	5	5
P4	5	5	5	5	5	5
P5	5	5	5	5	5	5
P6	5	5	5	5	5	5
P7	5	5	5	5	5	5
P8	5	5	5	5	5	5
P9	5	5	5	5	5	5
P10	5	5	5	5	5	5

