



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Thesis Study II							
Course Code		TEZ702		Course 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 PETEK, Assoc. Prof. Ali Serdar SAĞKAL, Assoc. Prof. Alper KARTAL, Assoc. Prof. Aslı İCİL TUNCER, Assoc. Prof. Atilla DÖNÜK, Assoc. Prof. Aydın ERÖN, Assoc. Prof. Ayfer METİN TELLİOĞLU, Assoc. Prof. Aynur UÇKAÇ, Assoc. Prof. Aysun GÜR, Assoc. Prof. Ayşe ÖZTÜRK SAMUR, Assoc. Prof. Aytil UÇAK KOÇ, Assoc. Prof. Aziz BOSTAN, Assoc. Prof. Belgin YILDIRIM, Assoc. Prof. Berna AKYÜZ SİZGEN, Assoc. Prof. Beste DİNÇER, Assoc. Prof. Beyza ERER, Assoc. Prof. Bilgen KIRAL, 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. Derya GÜLÇİN, 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. Emrah HİĞDE, Assoc. Prof. Emre ERDAN, Assoc. Prof. Emre SEVİNDİK, Assoc. Prof. Engin ÇAKIR, Assoc. Prof. Erdal İSBİR, Assoc. Prof. Eren Ekin ERCAN, Assoc. Prof. Erkan ÇETİNKAYA, Assoc. Prof. Erkan GÜMÜŞ, Assoc. Prof. Erman ORYAŞIN, Assoc. Prof. Ersel YILMAZ, Assoc. Prof. Esin ERGİN, Assoc. Prof. Esin POYRAZOĞLU, Assoc. Prof. Evin ERDEN TOPOĞLU, Assoc. Prof. Eyüp YILMAZ, Assoc. Prof. Fatih ERSAN, 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. Gözde İNAL, Assoc. Prof. Gülnur KARAKAŞ TANDOĞAN, Assoc. Prof. Gülşah SEZEN AKAR, Assoc. Prof. Gülşen GÜVEN, Assoc. Prof. Hakan ATAY, Assoc. Prof. Halise ŞEREFİOĞLU HENKOĞLU, Assoc. Prof. Hasan ERDOĞAN, Assoc. Prof. Hasan GÜLER, Assoc. Prof. Hasan GÜLTEKİN, Assoc. 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Erhan COŞKUN, Lec. Erkmen Tuğrul EPİKMEN, Lec. Esin SAYIN, Lec. Esmâ DURUKAL, Lec. Esra ÖRENLİLİ YAYLAGÜL, Lec. Eyyüp Hakan UÇAR, Lec. Fatih SOYGAZİ, Lec. Ferhat KİREMİT, Lec. Ferhat ŞİRİNİLDİZ, Lec.							



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Prerequisites & Co-requisites

Prerequisite	TEZ701
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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	Exercise and follow-up of thesis
2	Practice	Exercise and follow-up of thesis
3	Practice	Exercise and follow-up of thesis
4	Practice	Exercise and follow-up of thesis
5	Practice	Exercise and follow-up of thesis
6	Practice	Exercise and follow-up of thesis
7	Practice	Exercise and follow-up of thesis
8	Practice	Exercise and follow-up of thesis
9	Practice	Exercise and follow-up of thesis
10	Practice	Exercise and follow-up of thesis
11	Practice	Evaluation of the data obtained in the thesis
12	Practice	Evaluation of the data obtained in the thesis
13	Practice	Preparatory work for the presentation of the data obtained from the thesis
14	Practice	Preparatory work for the presentation of the data obtained from the thesis
15	Practice	Presentation of the data obtained in the thesis (thesis defense examination)

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
P2	5	5		5	4	
P3	5	5	4	5	4	
P4	5	5	4	5		
P5	5	5		5	5	
P6	5	5		4	4	5
P7	5	5	4	4		
P8	5	5		4		
P9	5	5		4		
P10	5	5		4	5	

