



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Fields of Specialization IV							
Course Code		UZM704		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	8	Workload	200 (<i>Hours</i>)	Theory	8	Practice	0	Laboratory	0
Objectives of the Course		After the student's thesis topic is determined, the latest scientific developments related to the topic of the thesis, theoretical information including publications, studies conducted to finalize the article review and thesis management and processing of courses that can help these topics							
Course Content		Scientific article scanning, selection of resources, organizing ideas, making article critics, presentation techniques, critical thinking and writing							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study, Project Based Study, Individual Study, Problem Solving					



Name of Lecturer(s)	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. Aslı İCİL TUNCER, Assoc. Prof. Aydın ERÖN, Assoc. Prof. Aynur UÇKAÇ, Assoc. Prof. Aysun GÜR, Assoc. Prof. Ayşe ÖZTÜRK SAMUR, Assoc. Prof. Behiç Alp AYTEKİN, Assoc. Prof. Berna AKYÜZ SİZGEN, Assoc. Prof. Beste DİNÇER, Assoc. Prof. Beyza ERER, Assoc. Prof. Bilgen KIRAL, Assoc. Prof. Bülent ÇELİK, Assoc. Prof. Ceren SAYGI GERÇEKER, Assoc. Prof. Didem AYDOĞAN, Assoc. Prof. Didem TEZSÜRÜCÜ COŞANSU, Assoc. Prof. Dilan TÜYSÜZ, Assoc. Prof. Duriye Esra ANGIN, Assoc. Prof. Elvan HAYAT, Assoc. Prof. Emre ERDAN, Assoc. Prof. Engin ÇAKIR, Assoc. Prof. Erdal İSBİR, Assoc. Prof. Eren Ekin ERCAN, Assoc. Prof. Erkan ÇETİNKAYA, Assoc. Prof. Evin ERDEN TOPOĞLU, Assoc. Prof. Eyüp YILMAZ, Assoc. Prof. Ferda ZAMBAK, Assoc. Prof. Funda ODUNCUOĞLU, Assoc. Prof. Gökhan Şefik ERKURT, Assoc. Prof. Gözde İNAL, Assoc. Prof. Gülnur KARAKAŞ TANDOĞAN, Assoc. Prof. Gülşah SEZEN AKAR, Assoc. Prof. Halise ŞEREFOĞLU HENKOĞLU, Assoc. Prof. Hasan GÜLER, Assoc. Prof. Hasan GÜLTEKİN, Assoc. Prof. Hasan ULUKAN, Assoc. Prof. Hatice AKDAĞ, Assoc. Prof. Hatice GÜNEŞ, Assoc. Prof. İbrahim GÖKDAŞ, Assoc. Prof. Kıymet YAVUZASLAN, Assoc. Prof. Kurtuluş BOZKURT, Assoc. Prof. Mavi AKKAYA YILMAZ, Assoc. Prof. Mehmet BÖLÜKBAŞ, 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. Onur KARTAL, Assoc. Prof. Pelin ERDAL AYTEKİN, Assoc. Prof. Pero Duygu DUMANGÖZ, Assoc. Prof. Sadullah ÇELİK, Assoc. Prof. Sedat AKKURNAZ, Assoc. Prof. Sedat ALATAŞ, Assoc. Prof. Serdar ÇİFTÇİ, Assoc. Prof. Şaban ERTEKİN, Assoc. Prof. Şahin BULUT, Assoc. Prof. Şansel ÖZPINAR, Assoc. Prof. Tuğba AKIN, Assoc. Prof. Tuğrul AYYILDIZ, Assoc. Prof. Tuncay SAYGIN, Assoc. Prof. Tülay YÜREKLİ, Assoc. Prof. Türkay HENKOĞLU, Assoc. Prof. Umut EVLİMOĞLU, Assoc. Prof. Umut Tolga GÜMÜŞ, Assoc. Prof. Yasin YILDIZ, Assoc. Prof. Yelda Özlem KÖLGELİER, Lec. Adil Adnan ÖZTÜRK, Lec. Ahmet ÜNLÜ, Lec. Ali CENGİZ, Lec. Alper ERÇETİNGÖZ, Lec. Arzu TANIŞ ÖZÇELİK, Lec. Asil ALKAYA, Lec. Aylin UĞURLU, Lec. Aynur ÖRNEK, Lec. Ayşe Arzu KORUCU, Lec. Ayten CAN, Lec. Barış GÜRSOY, Lec. Başak DOĞAN, Lec. Baturay ERDAL, Lec. Berivan BİNAY, Lec. Berker BULUT, Lec. Berrin GÜNER, Lec. Bilge DOĞANLI, Lec. Burcu ALTUN BİRGÜN, Lec. Burcu HİÇYILMAZ, Lec. Bülent YILDIZ, Lec. Çağdaş GÖRÜCÜ, Lec. Çiğdem ALP PAMUK, Lec. Derya GÜL ÖZTÜRK, Lec. Dilek Elvan ÇOKIŞLER, Lec. Ebru Özlem YILMAZ, Lec. Elvan KESER, Lec. Emin YİĞİT, Lec. Emine İNCİ, Lec. Esin SAYIN, Lec. 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Zümre ÖZDEMİR GÜLER, Prof. Abdullah ÖZDEMİR, Prof. Ahmad NAHMADOV, Prof. Ahmet Can BAKKALCI, Prof. Ahmet TOKSOY, Prof. Ali Rıza ERDEM, Prof. Arzu GÜLER, Prof. Aslı SARAÇOĞLU, Prof. Aslı YENİPAZARLI, Prof. Asuman Seda SARACALOĞLU, Prof. Atakan HATİPOĞLU, Prof. Atila YÜKSEL, Prof. Aynur ÇİVELEK, Prof. Aysun SARİBEY HAYKIRAN, Prof. Barış ATİKER, Prof. Başak Burcu EKE, Prof. Berfin KART TEPE, Prof. Berrin GÜZEL, Prof. Bertan AKYOL, Prof. Bilge AYRANCI, Prof. Bülent Sarper AĞIR, Prof. Caner IŞIK, Prof. Cemal İYEM, Prof. Cengiz İskender ÖZKAN, Prof. Cumali ÖKSÜZ, Prof. Çağrı KÖROĞLU, Prof. Ece ARMAĞAN, Prof. Elif ALADAĞ, Prof. Emetullah Yasemin BOZDAĞLIOĞLU, Prof. Emin Baki ADAŞ, Prof. Emre CENGİZ, Prof. Erkan KIRAL, Prof. Esin ACAR YÜREKLİ, Prof. Fatma ÇAKIR, Prof. Fatma Neval GENÇ, Prof. Feriştah SÖNMEZ, Prof. Funda ÇONDUR, Prof. Hacer HARLAK, Prof. Hacı Murat ŞAHİN, Prof. Hakan ARSLANER, Prof. Hakan HOTUNLUOĞLU, Prof. Halim ESEN, Prof. Hamza KAHRİMAN, Prof. Hatice EROL, Prof. Hatice Hale BOZKURT, Prof. Hüseyin ÇELİK, Prof. Hüseyin ŞENKAYAS, Prof. Hüseyin ÜRETEK, Prof. Hüseyin YILMAZ, Prof. İçten Duygu ÖZBEK, Prof. İlyas KARABIYIK, Prof. İrade ABBASOVA, Prof. İsmet ATEŞ, Prof. Kamil Can BULUT, Prof. Kayhan DELİBAŞ, Prof. Kerim GÜNDOĞDU, Prof. Merve İrem YAPICI, Prof. Muhsin ÖZDEMİR, Prof. Murat AYDAŞ, Prof. Murat ÇEKİLMEZ, Prof. Murat Necip ARMAN, Prof. Murat ŞENTUNA, Prof. Mustafa Ali SARILI, Prof. Mustafa KESEN, Prof. Mustafa Oner UZUN, Prof. Mustafa ÖZÇAĞ, Prof. Mustafa Özgür SEÇİM, Prof. Necmiye CÖMERTLER, Prof. Nermin KORUKLU, Prof. Nuri KARASAKALOĞLU, Prof. Onur TOPOĞLU, Prof. Osman PEKER, Prof. Ömer ÖZDEN, Prof. Özlem BALKIZ, Prof. Pınar YENGİN SARPKAYA, Prof. Recep TEKELİ, Prof. Ruhi SARPKAYA, Prof. Ruken AKAR VURAL, Prof. Sadullah Serkan ŞEKER, Prof. Savaş DUMAN, Prof. Sema OĞLAK, Prof. Sezai KOÇYİĞİT, Prof. Sezgin DEMİR, Prof. Soner ALADAĞ, Prof. Suat ATEŞLİER, Prof. Sultan BAYSAN, Prof. Şahabettin YALÇIN, Prof. Şerife AK, Prof. Şerife GENİŞ, Prof. Tanju DEMİR, Prof. Tarık TOTAN, Prof. Tilda SAYDI, Prof. Tuncay Ercan SEPETCİOĞLU, Prof. Turan AKKOYUN, Prof. Utku YAPICI, Prof. Ümit TATLİCAN, Prof. Yalçın ÖZDEMİR, Prof. Yavuz KILIÇ, Prof. Yusuf KADERLİ, Prof. Yücel BOZDAĞLIOĞLU, Prof. Zeynep ASLAN
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Prerequisites & Co-requisites

Prerequisite	UZM703
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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	Theoretical	Subject expression, problem solving for creating scientific foundations of the study of expertise
2	Theoretical	Subject expression, problem solving for creating scientific foundations of the study of expertise
3	Theoretical	Subject expression, problem solving for creating scientific foundations of the study of expertise
4	Theoretical	Subject expression, problem solving for creating scientific foundations of the study of expertise
5	Theoretical	Data collection methods related to the field of expertise
6	Theoretical	Classification and evaluation of data related to the field of expertise
7	Theoretical	Statistical evaluation methodology
8	Theoretical	Presentation of a scientific paper related to the field of specialization
9	Theoretical	Presentation of a scientific paper related to the field of specialization
10	Theoretical	Presentation of a scientific paper related to the field of specialization
11	Theoretical	Scientific sample dissertation study suitable for specialization study
12	Theoretical	Scientific sample dissertation study suitable for specialization study
13	Theoretical	Examination of the thesis prepared for the specialization study
14	Theoretical	Examination of the thesis prepared for the specialization study
15	Theoretical	Examination of the thesis prepared for the specialization study

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	1	2	45
Assignment	4	3	2	20
Seminar	3	3	2	15
Project	2	5	5	20
Individual Work	10	5	5	100
Total Workload (Hours)				200
[Total Workload (Hours) / 25*] = ECTS				8

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Learns the experience of the faculty members who have knowledge, experience and experience in the scientific field.
2	Has knowledge about scientific ethics and working discipline.
3	Gains the ability to evaluate and evaluate the current literature.
4	Students will be able to understand the theoretical knowledge about the thesis and follow the latest scientific developments.
5	Be able to make an article review about the thesis subject and turn the thesis topic into a project.
6	Students can write their thesis according to the rules of writing.

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

