



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Opinion and Public Opinion Research							
Course Code		HİRY517		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		It is aimed that the students gain basic knowledge about what is public opinion research and why, and have the necessary equipment to do this kind of research, even at the simplest level.							
Course Content		With this course, students will gain competencies related to conducting public survey.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Güngör, N. (2011). Approaches to Communication Theories, Ankara: Siyasal Kitabevi (281-300).
2	A. Rasit Kaya (1985). Mass Communication Systems. Ankara: Theory Publications ss. 1-13

Week	Weekly Detailed Course Contents	
1	Theoretical	The concept of public opinion
2	Theoretical	Data collection methods
3	Theoretical	Data collection techniques
4	Theoretical	Research topic
5	Theoretical	Research methods and techniques
6	Theoretical	Research methods and techniques
7	Theoretical	Research application
8	Intermediate Exam	Midterm Exams
9	Theoretical	Analysis of data
10	Theoretical	Analysis of data
11	Theoretical	Analysis of data
12	Theoretical	Evaluation of research results
13	Theoretical	Evaluation of research results
14	Theoretical	Evaluation of research results
15	Final Exam	Final Exams

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Midterm Examination	1	29	1	30
Final Examination	1	29	1	30
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Explains what public investigations are and why they are conducted
2	Gains the researcher sensitivity
3	Describes the functions of public opinion research in a democratic and liberal culture
4	Learns the stages of public opinion research



5	Prepares a public opinion research project
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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
P1	5	4	4	5	4
P2		2	2	4	4
P3	5	4	4	3	4
P4	5	3	4	5	5
P5	5	5	5	3	4
P6	4	4	4	5	5
P7	5	1	2	4	4
P8		4			4
P9	4	2	3	5	5
P10	5	5	4	4	4

