



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Seminar							
Course Code		HİRY701		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	4	Workload	104 (<i>Hours</i>)	Theory	0	Practice	2	Laboratory	0
Objectives of the Course		To prepare the student for theoretical field research and literature review to write master thesis, term project or seminar paper, to inform literature resources about research techniques, to have skills in writing techniques and styles, and to develop presentation skills by explaining the seminar to classmates							
Course Content		The course aims to prepare the students for theoretical research and literature search for writing master thesis, term project or seminar paper, to inform literature resources about research techniques, to have skills in writing techniques and styles, and to improve their presentation skills by explaining the seminar in class.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study, Project Based 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	Tez Yazım Kılavuzu. (Web'den ulaşılabilir)
---	--

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction: Informing the students about the course, Giving 1 week period for the selection of the research topic
2	Theoretical	What is scientific research, how to do? Source search: Primary sources, secondary sources, accumulation of quotation materials and obtaining source information
3	Theoretical	Evaluation of articles and researches: Resource quality, usefulness, importance, relevance, topicality Writing the section of the literature, rules of writing the section of the literature, quoting and quoting methods
4	Theoretical	Self-writing rules, self-writing practices, key concepts, editing of page structure, margins, page numbers, paragraph spaces, thesis plan (outline), preparing thesis plan in MSW, List of abbreviations
5	Theoretical	Title levels: first, second, third degree titles, plagiarism, plagiarism, plagiarism, non-plagiarism
6	Theoretical	Three golden rules of referencing, citation at the beginning, middle and end of the paragraph, single citation multiple citation
7	Intermediate Exam	midterm exam
8	Practice	presentations
9	Practice	presentations
10	Practice	presentations
11	Practice	presentations
12	Practice	presentations
13	Practice	presentations
14	Final Exam	final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Practice	13	5	3	104
Total Workload (Hours)				104
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	• Students will be able to conduct research in databases.
2	Thesis, project homework, final homework, seminar homework can be summarized.
3	make a plan for the master thesis.
4	Make table and figure arrangements in accordance with the rules,
5	Citation rules and bibliography can be made in accordance with the rules.

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

