



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Interpersonal Communication Management							
Course Code		HİRY532		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to develop the communication skills in terms of interpersonal communication approaches, comprehension of assumptions, theories and methods of overcoming the obstacles / obstacles encountered in the process from the conceptual frame of interpersonal communication.							
Course Content		Conceptual frame of interpersonal communication, interpersonal communication approaches, interpersonal communication processes and elements of interpersonal communication assumptions, interpersonal communication functions, interpersonal communication theories, factors affecting interpersonal communication, interpersonal communication obstacles and ways of overcoming success criteria in interpersonal communication							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual 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	Demet GÜRÜZ- Ayşen TEMEL EĞİNLİ; Kişilerarası İletişim Bilgiler, Etkiler- Engeller, Nobel Yayınları.
2	İrfan ERDOĞAN; İletişimi Anlamak, Erk Yayınları.
3	Peter HARTLEY; Kişilerarası İletişim, İmge Yayınları.
4	Özcan KÖKNEL; İnsanı Anlamak, Postiga Yayınları.
5	Üstün DÖKMEN; İletişim Çatışmaları ve Empati, Sistem Yayıncılık.

Week	Weekly Detailed Course Contents	
1	Theoretical	An Overview of the Concept of Interpersonal Communication
2	Theoretical	Interpersonal Communication Approaches
3	Theoretical	Interpersonal Communication Processes and Elements
4	Theoretical	Interpersonal Communication Assumptions
5	Theoretical	Interpersonal Communication Functions
6	Theoretical	Interpersonal Communication Theories
7	Theoretical	Interpersonal Communication Theories
8	Intermediate Exam	Midterm Exam
9	Theoretical	Factors Affecting Interpersonal Communication
10	Theoretical	Factors Affecting Interpersonal Communication
11	Theoretical	Interpersonal Communication Barriers
12	Theoretical	Interpersonal Communication Barriers
13	Theoretical	Ways to Overcome the Interpersonal Communication Barriers
14	Theoretical	Success Criteria in Interpersonal Communication
15	Theoretical	general evaluation
16	Final Exam	Final Exam (Final)

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	To define interpersonal communication and to be able to recognize the place and importance among other communication types
2	The ability to use communication skills effectively in social life and the ability to solve communication problems with these skills
3	The ability to discuss issues that are effective in the process of interpersonal communication and to evaluate examples of solutions to the underlying problems
4	The ability to learn the interpersonal communication models and apply them in contemporary life
5	The ability to identify the reasons for interpersonal communication conflicts and to discuss the solutions related to them
6	Identify the items necessary for effective interpersonal communication; the ability to create different communication strategies by acquiring information on topics such as self-disclosure and expression

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	4	3	4	4	5	4
P2	5	5	5	5	5	5
P3	4	5	5	5	5	5
P4	5	4	4	4	4	5
P5	4	5	5		5	5
P6	5	2	5	4	5	5
P7	4	4	4	4	5	5
P8	5	3	5	4	5	4
P9	5	4	4	4	5	4
P10	4	5	4	4	5	4

