Course Syllabus

Code - Course Title	**İŞL451U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	İngilizce
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. HALUK BİRSEN

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to Communication	
Week - 2		Verbal and Non-Verbal Communication	
Week - 3		Written Communication	
Week - 4		Corporate Communication	
Week - 5		Soru Çözümü	
Week - 6		Soru Çözümü	
Week - 7		Midterm Exam	
Week - 8		Strategic Communication	
Week - 9		Media Relations	
Week - 10		Public Relations	
Week - 11		Advertising	
Week - 12		Soru Çözümü	
Week - 13		Soru Çözümü	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	You will be able to define terms related to communication
2	You will be able to explain the core elements of the communication process
3	You will be able to distinguish between prepared and unprepared speeches
4	You will be able to explain the elements of body language
5	You will able to planning behind business writing and summarizing the process
6	You will be able to explain the goals and functions of corporate communications
7	You will be able to list the tools used in corporate communications
8	You will be able to describe Crisis and Risks
9	You will able to define the changing structural characteristics of the media
10	You will be able to defining the concept of Public Relations
11	You will be able to define the advertising concept and advertising types

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**