## Course Syllabus

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

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| **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** |