Course Syllabus

Code - Course Title	**TRZ206U - Yok**
Course Type	IV. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. HAKAN YILMAZ

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		Communication in the Tourism Industry	
Week - 2		Communication in the Tourism Industry	
Week - 3		Organizational Communication in Tourism	
Week - 4		Organizational Communication in Tourism	
Week - 5		Marketing Communication in Tourism	
Week - 6		Communication with Customers in Tourism	
Week - 7		Midterm	
Week - 8		Brand and Corporate Communication in Tourism	
Week - 9		Brand and Corporate Communication in Tourism	
Week - 10		Crisis Communication and Conflict in Tourism	
Week - 11		Intercultural Communication and Tourism	
Week - 12		Intercultural Communication and Tourism	
Week - 13		Digital and Mobile Communication in Tourism	
Week - 14		Final Examination	

Learning Outcomes

#	Learning Outcome
1	Explain the concepts and importance of communication process.
2	Categorize the types of communication related to organization, marketing and customers in tourism.
3	Evaluate communication induced problems and solutions.
4	Explain and employ mobile communication technologies and its effects.

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**