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| **Course Name** | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** |
| **Basic Communication** |  | one | 2+0 | 2 | 4 |
| Prerequisite Courses |  |
| Language of the Course | Turkish |
| Type of Course | Compulsory |
| Course Coordinator |   |
| Instructor |  |
| Course Assistants |  |
| The aim of lesson | The general aim of this course is to define the communication process, communication between people and people, which is the communication of attitude, judgment, thought and emotion; institutional, conceptual and as a way of life. |
| Course Learning Outcomes | At the end of this course, the student;1- Knows the concepts and methods of communication.2- It provides persuasion, attitude and behavior change in the people with whom it communicates.3- Demonstrates the ability to overcome obstacles in persuasion.4- Learns the ways to establish a healthy communication. |
| Course Content | The course covers topics such as the definition of communication, the cultural dimensions of communication, the elements of the communication process, types of communication, and basic communication models. |
| **Weeks** | **Topics** |
| one | Communication concept and process |
| 2 | Language, culture and communication |
| 3 | Communication models |
| 4 | Types of communication |
| 5 | Interpersonal communication |
| 6 | Internal communication |
| 7 | Mass media and its types |
| 8 | Corporate communications |
| 9 | Communication and public relations |
| 10 | political communication |
| 11th | media literacy |
| 12 | international communication |
| 13 | new communication technologies |
| 14 | Communication and ethics |

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| **General Competencies** |
| Students are expected to understand the main topics of this course and use it in their fields and applications. |
| **resources** |

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| --- |
| Akbulut, E. (2017). *Introduction to Contact* . Ataturk University Press.Oskay, U. (2017). *The ABC of communication* . Revolution Bookstore. |
| **Evaluation System** |
| It is stated in the syllabus at the beginning of the semester. |

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| **WITH PROGRAM LEARNING OUTCOMES****COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **LO1** | 5 | 5 | 3 | 2 | 4 | 2 | - | 3 | 2 | 4 |
| **LO2** | 4 | 5 | 3 | 2 | 4 | 2 | - | 4 | 2 | 4 |
| **LO3** | 4 | 5 | 3 | 2 | 4 | 2 | - | 3 | 2 | 4 |
| **LO4** | 4 | 5 | 3 | 2 | 4 | 2 | - | 4 | 2 | 4 |
| **REVENGE: Learning Outputs OP: Program Outputs** |
| **Contribution****level** | **1 Very Low** | **2 Low** | **3 Medium** | **4 High** | **5 Very High** |

Relation of Program Outcomes and Related Course

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| Basic Communication | 4 | 5 | 3 | 2 | 4 | 2 | - | 4 | 2 | 4 |

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