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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Communication Studies** | |  | 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 | It is aimed to learn how to design research in the field of communication, to learn and apply research methods and data collection techniques. | | | | | | | Course Learning Outcomes | At the end of this course, the student;   1. Defines scientific knowledge. 2. Explain the stages of scientific research. 3. Defines communication researches. 4. Learns data collection and analysis techniques. | | | | | | | Course Content | This course covers topics such as scientific knowledge, basic scientific concepts, the quality of knowledge, quantitative and qualitative research methods, content analysis, advertising, product, brand research and physiological research and the examination of the media and methods used in these researches. | | | | | | | **Weeks** | **Topics** | | | | | | | one | Basic Concepts in Scientific Research | | | | | | | 2 | Nature of Scientific Knowledge | | | | | | | 3 | History of Communication Studies | | | | | | | 4 | Communication Studies in Turkey | | | | | | | 5 | Communication Studies Application Areas | | | | | | | 6 | Product, Service and Customer Oriented Communication Research | | | | | | | 7 | Qualitative Research Approaches Used in Branding Research | | | | | | | 8 | Quantitative Methods in Communication Studies | | | | | | | 9 | Stages of Quantitative Research | | | | | | | 10 | Qualitative Methods in Communication Studies | | | | | | | 11th | Content Analysis | | | | | | | 12 | Analysis of Data in Content Analysis | | | | | | | 13 | Computer Use in Content Analysis | | | | | | | 14 | Cost and Funding in Research Projects | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** |  |  | | --- | | Long, R. (2019). *Communication Studies and Theories* . Beta Releases.  Sever, N, S. and İspir, N, B. (2012). *Communication Studies* . Anadolu University Press. | | **Evaluation System** | | It is stated in the syllabus at the beginning of the semester. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **WITH PROGRAM LEARNING OUTCOMES**  **COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** | | | | | | | | | | | | | | | | |  | **PO1** | | **PO2** | **PO3** | | **PO4** | **PO5** | | **PO6** | **PO7** | | **PO8** | **PO9** | | **PO10** | | **LO1** | 5 | | one | one | | 5 | 4 | | 2 | - | | 2 | 2 | | 4 | | **LO2** | 4 | | one | one | | 4 | 5 | | 4 | - | | 4 | 3 | | 3 | | **LO3** | 4 | | one | one | | 4 | 3 | | 2 | - | | 2 | 2 | | 2 | | **LO4** | 2 | | one | 2 | | 5 | 3 | | 3 | - | | 3 | 2 | | 2 | | **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** | | Communication Studies | 4 | one | one | 5 | 4 | 3 | - | 3 | 3 | 3 | |