

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

INTRODUCTION to SOCIOLOGY

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTRODUCTION to SOCIOLOGY	PR1238290	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Prof.Dr. Ayşen AKYÜZ				
Name of Lecturer(s)	Prof.Dr. Ertan BEŞE				
Assistant(s)					
Aim	The goal of this course is to provide the students of Public Relations and Advertising with general information about the methods, theories, and topics of sociology.				
Course Content	This course contains; Week 1: What is sociology?,Week 2: Sociological Methods,Week 3: Theories in Sociology,Week 4: Social Interaction and Social Structure,Week 5: State and Society,Week 6: Economy and Society,Week 7: Media and Society,Week 8: Family and Society,Week 9: Social Class,Week 10: Culture and Society,Week 11: Gender and Society,Week 12: Ethnicity and Society,Week 13: Religion and Society,Week 14: Urbanization.				
Course Learning Outcomes		Teaching Methods		Assessment Methods	
1. develop a general perspective about the topics of sociology as a social science.		13, 19		A	
2. comprehend sociological theories and employ them in social analysis.		14, 9		A	
3. comprehend and analyze the relationship between sociology and other social sciences.		12, 13, 19, 9		A	
4. learn sociological methods and comprehend their applications.		16, 19, 9		A	
5. raise questions about the relationships between the individual and society.		19, 9		A	
6. identify social problems and their reasons.		13, 14, 19, 9		A	
7. analyze the solutions proposed for the elimination of social problems.		13, 14, 19, 9		A	
8. comprehend the social structures such as family, gender, religion, economy, and social class, and identify their interactions.		13, 16, 4, 9		A	
Teaching Methods	12: Problem Solving Method, 13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 4: Inquiry-Based Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Week 1: What is sociology?				
2	Week 2: Sociological Methods				
3	Week 3: Theories in Sociology	Related reading			
4	Week 4: Social Interaction and Social Structure	Related reading			
5	Week 5: State and Society				
6	Week 6: Economy and Society				
7	Week 7: Media and Society	Related reading			
8	Week 8: Family and Society				
9	Week 9: Social Class				
10	Week 10: Culture and Society	Related reading			
11	Week 11: Gender and Society	Related reading			
12	Week 12: Ethnicity and Society	Related reading			
13	Week 13: Religion and Society	Related reading			
14	Week 14: Urbanization	Related reading			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Anthony Giddens, Sociology, Polity, 2013.Sociology,2020, John J. Macionisi Sandra Colavecchia, Pearson