

**School of Communication / Public Relations and Advertising**  
**2023 - 2024 Academic Year**  
**PROFESSIONAL PRACTICE**  
**Syllabus**

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
PROFESSIONAL PRACTICE	HR3273250	Spring Semester	0+5	2,5	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assoc.Prof. Korhan MAVNACIOĞLU				
<b>Name of Lecturer(s)</b>	Assist.Prof. Şifa ELCİL				
<b>Assistant(s)</b>					
<b>Aim</b>	To provide opportunities for structuring knowledge and skills gained in university education with sectoral applications and to improve students' work life attitudes.Students who choose the course participate in the Occupational Health and Safety Certificate Program. He / she has to submit the certificate of participation in the program to the Dean's Office before starting the internship.				
<b>Course Content</b>	This course contains; Communication Sector and Sector Functioning,Information about stakeholders in the communication and media sector,Job descriptions in communication and media sector,Human resources structuring in the communication and media sector,General Functioning Structure of the Professional Practice Process,Job Descriptions and Expectations in the Professional Practice Process,Occupational Health and Safety in Professional Practice,Professional Practice Process Criteria and Ethical Codes,Evaluation of Feedback from the Institutions Involved in the Professional Practice Process,Professional Practice Final Presentations (Professional Practice Department Commission),Professional Practice Final Presentations (Professional Practice Department Commission),Professional Practice Final Presentations (Professional Practice Department Commission),Professional Practice Final Presentations (Professional Practice Department Commission),General Evaluation.				
<b>Course Learning Outcomes</b>				<b>Teaching Methods</b>	<b>Assessment Methods</b>
Explain business processes.				14, 6	H
Develops attitude towards working life.				14, 6	H
Explains workplace safety measures.				14, 6	H
Improves time management.				6	H
Takes responsibility in teamwork and individual studies.				14, 6	H
Gains the competence of project execution in his / her field.				12, 14, 6	H
<b>Teaching Methods</b>	12: Problem Solving Method, 14: Self Study Method, 6: Experiential Learning				
<b>Assessment Methods</b>	H: Performance Task				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Communication Sector and Sector Functioning	Examination of shared websites			
2	Information about stakeholders in the communication and media sector	Examination of shared institutional websites			
3	Job descriptions in communication and media sector	Examination of the shared file			
4	Human resources structuring in the communication and media sector	Examination of sectoral job advertisements			
5	General Functioning Structure of the Professional Practice Process	Reading the professional practice directive			
6	Job Descriptions and Expectations in the Professional Practice Process	Examination of the shared file			
7	Occupational Health and Safety in Professional Practice	Examination of Occupational Health and Safety Training Documents			
8	Professional Practice Process Criteria and Ethical Codes	Examination of communication sector ethical codes			
9	Evaluation of Feedback from the Institutions Involved in the Professional Practice Process	Preparation of a presentation on professional practice experience			
10	Professional Practice Final Presentations (Professional Practice Department Commission)	Preparation of the final presentations			
11	Professional Practice Final Presentations (Professional Practice Department Commission)	Preparation of the final presentations			
12	Professional Practice Final Presentations (Professional Practice Department Commission)	Preparation of the final presentations			
13	Professional Practice Final Presentations (Professional Practice Department Commission)	Preparation of the final presentations			
14	General Evaluation	Preparing feedback on the professional practice process			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

Resources
Gavin Ambrose ve Paul Harris, Grafik Tasarımın Temelleri Dizisi, Literatür Yayınları
Steven Heller ve Veronique Vienne, Grafik Tasarımı Değiştiren 100 Fikir, Literatür Yayınları
Kürşat Çağiltay, İnsan-Bilgisayar Etkileşimi ve Kullanılabilirlik Mühendisliği, Seçkin Yayıncılık
Kerem Rızvanoğlu, Herkes İçin Web Evrensel Kullanılabilirlik ve Tasarım, Punto Yayıncılık
E. H. Gombrich, İmge ve Göz, Yapı Kredi Yayınları
John Berger, Görme Biçimleri, Metis Yayıncılık