

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

ACADEMIC ENGLISH II

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
ACADEMIC ENGLISH II	PR1290140	Spring Semester	4+0	4	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Lect. Onur KAVAK				
Name of Lecturer(s)	Lect. Akin ÖZDEMİRLER				
Assistant(s)	Lecturer, Hakan Yıldız				
Aim	Enabling students to analyze reading texts regarding their departments.				
Course Content	This course contains; Traditional and digital media,Lesson details presentation,Company Structure,Importance and missions of Pr department in a company,Pr Department services,Need analysis and Survey conductions before a campaign,Process Evaluation after a Campaign,Reputation Management,Business ethics,Traditional and New media.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1.will be able to use the basic terminology of Public relations.			10, 11, 16, 5, 6, 9	A	
1.1.tell about their field shortly in oral or written form.			10, 11, 16, 6, 9	A	
1.2. Interpret basic level dialogues in their field.			10, 16, 6, 9	A	
2.evaluate researches in their field using the language.			10, 16, 6, 9	A, H	
2.2. employ the following articles written in their fields.			10, 11, 16, 6, 8, 9	A	
3.1.translate their own articles,which are products of the researches in their field.			10, 16, 6, 9	A	
3.2.test English in conferences and seminars in their field.			16	A, D, E, F, H	
2.1. translate literature review in their fields.			10, 16, 6, 9	A	
3. construct articles in their field using the language in academic life with in the scope of the writing skills.			10, 16, 6, 9	A	
4. will be able to illustrate the new vocabulary and structure of their field in their daily lives.			10, 16, 6, 9	A	
4.1 carries out activities for improving language after graduation			10, 16, 6, 9	A	
5. will be able to question the articles written in their fields.			10, 16, 9	A	
5.1 forms a road map for language proficiency.			10, 16, 9	A	
Teaching Methods	10: Discussion Method, 11: Demonstration Method, 16: Question - Answer Technique, 5: Cooperative Learning, 6: Experiential Learning, 8: Flipped Classroom Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework, F: Project Task, H: Performance Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
0	Traditional and digital media				
1	Lesson details presentation				
2	Company Structure				
3	Importance and missions of Pr department in a company				
4	Pr Department services.				
5	Need analysis and Survey conductions before a campaign.				
5	Process Evaluation after a Campaign.				
6	Reputation Management				
7	Business ethics				
8	Traditional and New media				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Express Publishing Career Paths: Public Relations,, 2018, ISBN: 978-1-3992-0578-8 ELTpublications.com online resourceseltpublications.com online course materials