

**School of Communication / Public Relations and Advertising (English)**

**2023 - 2024 Academic Year**

**PROFESSIONAL PRACTICE**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
PROFESSIONAL PRACTICE	PR3210532	Spring Semester	0+5	2,5	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Prof.Dr. Ayşen AKYÜZ				
<b>Name of Lecturer(s)</b>	Prof.Dr. Ayşen AKYÜZ				
<b>Assistant(s)</b>					
<b>Aim</b>	The aim of the internship is to strengthen the academic work of the students with field experience.				
<b>Course Content</b>	This course contains; Professional Practice,Professional Practice,Professional Practice,Professional Practice,Professional Practice,Professional Practice,Professional Practice,Professional Practice,Professional Practice,Professional Practice,Professional Practice,Professional Practice,Professional Practice,Professional Practice.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Develop a greater understanding about career options			6	H	
Acquire new knowledge / skills during the internship period.			6	H	
Gain practical experience within the business environment.			6	H	
<b>Teaching Methods</b>	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	Professional Practice				
2	Professional Practice				
3	Professional Practice				
4	Professional Practice				
5	Professional Practice				
6	Professional Practice				
7	Professional Practice				
8	Professional Practice				
9	Professional Practice				
10	Professional Practice				
11	Professional Practice				
12	Professional Practice				
13	Professional Practice				
14	Professional Practice				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>
Documents regarding internship, should be filled.