

Dentistry (English)			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	UNI334		
Course Name:	Communication Strategies		
Semester:	Spring		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	English		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div> <div>Bachelor</div> <div>TR-NQF-HE:6. Master`s Degree</div> <div>QF-EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree</div> </div>		
Mode of Delivery:	E-Learning		
Course Coordinator:	Doç. Dr. ASUMAN KUTLU		
Course Lecturer(s):	Assoc Prof. Asuman Kutlu		
Course Assistants:			

Course Objective and Content

Course Objectives:	This course aims to help students understand communication process and develop strategies to improve their communication skills.
Course Content:	This course covers communication process, verbal and non-verbal communication in interpersonal relationship, organizational communication, perception and persuasive communication and media studies.

Learning Outcomes

The students who have succeeded in this course;

- 1) Will be able to develop an understanding of communication process.
- 2) Will be able to appreciate the role of verbal and non-verbal communication skills in effective communication.
- 3) Will be able to recognize the impact of perception in communication,
- 4) Will be able to have an understanding of communication in different contexts.

Course Flow Plan

Week	Subject	Related Preparation
1)	Introduction to Communication and Components of Communication Process	
2)	Verbal Communication-Public speaking	
3)	Verbal Communication-The Importance of Listening	
4)	Non-verbal Communication	
5)	Perception and Communication	
6)	Organizational Communication	
7)	Persuasive Communication	
8)	Midterm	
9)	Mass Communication	
10)	Mass Communication Theories	
11)	Online Communication	
12)	Media Literacy and Digital Media	
13)	Genel Değerlendirme	
14)	Final examination	

Sources

Course Notes / Textbooks:	Stanley Baran ve Dennis K. Davis (2011) Mass Communication Theory: Foundations, Ferment, and Future, Boston, Wadsworth.
References:	Nazife Güngör (2021) İletişime Giriş, Ankara, Siyasal Kitabevi

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4
Program Outcomes				
1) Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.				
2) Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.				
3) Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.				
4) Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.				
5) Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.				
6) Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.				
7) Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.				
8) Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.				
9) By adopting the principle of lifelong learning throughout the dentistry profession, follows current evidence-based dental knowledge and uses it during his professional practice.				
10) During dental practice, in cases such as abuse and addiction, performs the treatment by exhibiting the behaviors required by social ethics and legal rules, and collects and records the relevant data.				
11) Uses basic and current knowledge in the field of dentistry during professional practice for the benefit of society within the framework of national values and country realities.				
12) In natural disasters and emergency cases, takes the protective measures required by the dentistry profession; performs professional practices that benefit patients and society				
13) Generates ideas regarding health policy in dentistry, prioritizes individual and public				

health, and carries out preventive and therapeutic medical practices within the framework of scientific and quality processes.	1	2	3	4
14) Differentiates the signs and symptoms commonly encountered in the dentistry profession, makes a treatment plan and refers when necessary, and manages diseases and clinical situations regarding their urgency and patient priority.				
15) Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.				

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.	
2)	Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.	
3)	Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.	
4)	Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.	
5)	Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.	
6)	Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.	
7)	Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.	
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	current evidence-based dental knowledge and uses it during his professional practice.	
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15)	Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.	

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Presentation	1	% 40
Final	1	% 60
total		% 100
PERCENTAGE OF SEMESTER WORK		% 40
PERCENTAGE OF FINAL WORK		% 60
total		% 100

Workload and ECTS Credit Calculation

Activities	Number of Activities	Preparation for the Activity	Spent for the Activity Itself	Completing the Activity Requirements	Workload
Course Hours	14	3	3		84
Study Hours Out of Class	14	0	3		42

Midterms	1	0	3		3
Final	1	0	3		3
Total Workload					132