

Medicine			
Bachelor	TR-NQF-HE: Level 7	QF-EHEA: Second Cycle	EQF-LLL: Level 7

## Course Introduction and Application Information

Course Code:	UNI102		
Course Name:	Health Communication		
Semester:	Spring Fall		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	Turkish		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div> <div>Bachelor</div> <div>TR-NQF-HE:7. Master`s Degree</div> <div>QF-EHEA:Second Cycle</div> <div>EQF-LLL:7. Master`s Degree</div> </div>		
Mode of Delivery:	E-Learning		
Course Coordinator:	Dr. Öğr. Üy. YASEMİN TORUN		
Course Lecturer(s):	banu bican		
Course Assistants:			

## Course Objective and Content

Course Objectives:	The aim of this course is to provide the students with a general view of understanding the main principles of communication and to explain the theoretical basis of healthcare communication, to have information about the elements of successful corporate communications and to use media literacy skills in the field of healthcare news.

Course Content:	Definition of Healthcare Communication, Features of Health Communication as a Multidisciplinary Field, Activity of Healthcare Communication, Main Theories and Models in Healthcare Communication, Healthcare Communications between people, Healthcare Communication Campaign Process, Social Communication in Healthcare Communication, Public Relations, Risk Communication and Advocacy in Media, Health Literacy and Critical Healthcare Communication, Media and Health, Healthcare Communication and Ethics, (Communication Skills between Patient and Physician Internal and External Customers)
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## Learning Outcomes

The students who have succeeded in this course;

- 1) Students will be able to interpret the concepts of healthcare communication
- 2) Students will be able to explain the basic concepts of media and the importance of media in healthcare communications.
- 3) Interpret the effect of varying target audience profile due to different media outlets on healthcare communications.
- 4) Discuss the role of healthcare journalism in healthcare communication in the media.
- 5) Students will be able to evaluate health communication studies in different media.

## Course Flow Plan

Week	Subject	Related Preparation
1)	Introduction to Healthcare Communications: Conceptual Framework and Communication Process and Dimensions in Health Services	
2)	Interpersonal Communication in Health Care (Development of Communication Skills in the Triangle of Patients, Physicians and Healthcare Professionals)	
3)	Theories and Models in Health Communication -1 (Decision Making Models in Medicine)	
4)	Theories and Models in Health Communication -2 (Health Behavior and Models)	
5)	Communication Barriers in Health Services (Service Failure Concept, Theories and Communication in Service Failure Compensation)	
6)	Crisis Management in Health and Crisis Communication Process	
7)	Health Literacy, Critical Health Communication, Health News in Media, Media Advocacy and Public Health Information	
8)	Social Marketing in Health Communication	
9)	Brand and Image Management in Healthcare Organizations	
10)	Advertising Studies in Health Communication and Advertising Limitations in Healthcare	

	Organizations	
11)	May 1st Labor Day Public Holiday	
12)	Corporate Reputation Management in Healthcare Organizations	
13)	Management of Sponsorship and Social Responsibility Campaigns in Healthcare Organizations	
14)	Managerial Communication, Leadership and Ethics	

## Sources

Course Notes / Textbooks:	Okay, A. (2009). Sağlık iletişimi. İstanbul: MediaCat. Çınarlı, İ. (2008). Sağlık iletişimi ve medya. Ankara: Nobel.
References:	Fiske, J. (2013). İletişim Çalışmalarına Giriş:Pharmakon. Peltekoğlu, F.B. (2016). İletişimin Gücü: Beta.

## Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5
Program Outcomes					
1) The graduate integrates the knowledge, skills, attitudes, and behaviours acquired from basic and clinical sciences, behavioural sciences, and social sciences in the form of competencies and uses them for the provision of rational, effective, safe health care services in accordance with quality standards in the prevention, diagnosis, treatment, follow-up, and rehabilitation processes, and during the process considers protection of both patient's health and healthcare workers health including her/his own.					
2) The graduate shows a biopsychosocial approach in patient management that considers the sociodemographic and sociocultural background of the individual without discrimination of language, religion, race, and gender.					
3) The graduate prioritizes the protection and development of the health of individuals and society in the provision of health care services.					
4) The graduate, considering the individual, social, public, and environmental factors affecting health; works towards maintaining and improving the state of health.					
5) In the provision of health care services, the graduate considers both the changes in the physical and socioeconomic environment on a regional and global scale that affect health, as well as the changes in the individual characteristics and behaviours of the people who apply to her/him.					

Course Learning Outcomes	1	2	3	4	5
6) The graduate recognizes the characteristics, needs and expectations of the target population and provides health education to healthy/sick individuals and their relatives and other health care workers.					
7) While carrying out her/his profession, the graduate fulfils her/his duties and obligations with determined behaviours to provide high-quality health care within the framework of ethical principles, rights and legal responsibilities and good medical practices, considering the integrity, privacy, and dignity of the patient.					
8) The graduate evaluates and improves her/his own performance in professional practices in terms of emotions, cognitive characteristics, and behaviours.					
9) The graduate physician advocates improving the provision of health services by considering the concepts of social reliability and social commitment to protect and improve public health.					
10) To protect and improve health, the graduate physician can plan and carry out service delivery, training and consultancy processes related to individual and community health in cooperation with all components.					
11) The graduate physician evaluates the impact of health policies and practices on individual and community health indicators and advocates increasing the quality of health services.					
12) The graduate physician attaches importance to protecting and improving her/his own physical, mental, and social health, and does what is necessary for this.					
13) During the provision of health care, the graduate shows exemplary behaviours and leads within the health team.					
14) The graduate uses the resources cost-effectively, in the planning, implementation, execution, and evaluation processes of the health care services in the health institution she/he manages, for the benefit of the society and in accordance with the legislation.					
15) The graduate communicates positively within the health team with whom she/he provides health care services, being aware of the duties and obligations of other health workers and shows appropriate behaviours to assume different team roles when necessary.					
16) The graduate works harmoniously and effectively with her/his colleagues and other professional groups in her/his professional practice.					
17) The graduate communicates effectively with patients, patient relatives, health care workers and other professional groups, institutions, and organizations, including individuals and groups that require a special approach and have different					

sociocultural characteristics.					
<b>Course Learning Outcomes</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
18) The graduate shows a patient-centred approach in the protection, diagnosis, treatment, follow-up, and rehabilitation processes that involve the patient and patient's caregivers as partners in the decision-making mechanisms.					
19) When necessary, the graduate plans and implements scientific research for the population she/he serves, and uses the results obtained and/or the results of other research for the benefit of the society.					
20) The graduate reaches the current literature information related to her/his profession, evaluates critically, and applies the principles of evidence-based medicine in the clinical decision-making process.					
21) The graduate uses information technologies to improve the effectiveness of her/his work in health care, research, and education.					
22) The graduate effectively manages individual study and learning processes and career development.					
23) The graduate demonstrates the ability to acquire, evaluate, integrate new knowledge with existing knowledge, apply it to professional situations, and adapt to changing conditions throughout professional life.					
24) The graduate chooses the right learning resources to improve the quality of the health care service she/he provides, organizes her/his own learning process.					

### Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	The graduate integrates the knowledge, skills, attitudes, and behaviours acquired from basic and clinical sciences, behavioural sciences, and social sciences in the form of competencies and uses them for the provision of rational, effective, safe health care services in accordance with quality standards in the prevention, diagnosis, treatment, follow-up, and rehabilitation processes, and during the process considers protection of both patient's health and healthcare workers health including her/his own.	
2)	The graduate shows a biopsychosocial approach in patient management that considers the sociodemographic and sociocultural background of the individual without discrimination of language, religion, race, and gender.	

3)	The graduate prioritizes the protection and development of the health of individuals and society in the provision of health care services.	
4)	The graduate, considering the individual, social, public, and environmental factors affecting health; works towards maintaining and improving the state of health.	
5)	In the provision of health care services, the graduate considers both the changes in the physical and socioeconomic environment on a regional and global scale that affect health, as well as the changes in the individual characteristics and behaviours of the people who apply to her/him.	
6)	The graduate recognizes the characteristics, needs and expectations of the target population and provides health education to healthy/sick individuals and their relatives and other health care workers.	
7)	While carrying out her/his profession, the graduate fulfils her/his duties and obligations with determined behaviours to provide high-quality health care within the framework of ethical principles, rights and legal responsibilities and good medical practices, considering the integrity, privacy, and dignity of the patient.	
8)	The graduate evaluates and improves her/his own performance in professional practices in terms of emotions, cognitive characteristics, and behaviours.	
9)	The graduate physician advocates improving the provision of health services by considering the concepts of social reliability and social commitment to protect and improve public health.	
10)	To protect and improve health, the graduate physician can plan and carry out service delivery, training and consultancy processes related to individual and community health in cooperation with all components.	
11)	The graduate physician evaluates the impact of health policies and practices on individual and community health indicators and advocates increasing the quality of health services.	
12)	The graduate physician attaches importance to protecting and improving her/his own physical, mental, and social health, and does what is necessary for this.	
13)	During the provision of health care, the graduate shows exemplary behaviours and leads within the health team.	
14)	The graduate uses the resources cost-effectively, in the planning, implementation, execution, and evaluation processes of the health care services in the health institution she/he manages, for the benefit of the society and in accordance with the legislation.	
15)	The graduate communicates positively within the health team with whom she/he provides health care services, being aware of the duties and obligations of other health workers and shows appropriate behaviours to assume different team roles when necessary.	

16)	The graduate works harmoniously and effectively with her/his colleagues and other professional groups in her/his professional practice.	
17)	The graduate communicates effectively with patients, patient relatives, health care workers and other professional groups, institutions, and organizations, including individuals and groups that require a special approach and have different sociocultural characteristics.	
18)	The graduate shows a patient-centred approach in the protection, diagnosis, treatment, follow-up, and rehabilitation processes that involve the patient and patient's caregivers as partners in the decision-making mechanisms.	
19)	When necessary, the graduate plans and implements scientific research for the population she/he serves, and uses the results obtained and/or the results of other research for the benefit of the society.	
20)	The graduate reaches the current literature information related to her/his profession, evaluates critically, and applies the principles of evidence-based medicine in the clinical decision-making process.	
21)	The graduate uses information technologies to improve the effectiveness of her/his work in health care, research, and education.	
22)	The graduate effectively manages individual study and learning processes and career development.	
23)	The graduate demonstrates the ability to acquire, evaluate, integrate new knowledge with existing knowledge, apply it to professional situations, and adapt to changing conditions throughout professional life.	
24)	The graduate chooses the right learning resources to improve the quality of the health care service she/he provides, organizes her/his own learning process.	

## Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Homework Assignments	1	% 50
Final	1	% 50
<b>total</b>		<b>% 100</b>
PERCENTAGE OF SEMESTER WORK		% 50
PERCENTAGE OF FINAL WORK		% 50
<b>total</b>		<b>% 100</b>

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			42
Study Hours Out of Class	14	3			42
Homework Assignments	1	15			15
Final	1	20			20
Total Workload					119