

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) When Istinye University Faculty of Medicine student is graduated who knows the historical development of medicine, medical practices, and the medical profession and their importance for society.					
2) knows the normal structure and function of the human body at the level of molecules, cells, tissues, organs and systems.					
3) is capable of systematically taking an accurate and effective social and medical history from their patients and make a comprehensive physical examination.					
4) knows the laboratory procedures related to diseases; In primary care, the necessary material (blood, urine, etc.) can be obtained from the patient with appropriate methods and can perform the necessary laboratory procedures for diagnosis and follow-up or request laboratory tests.					
5) can distinguish pathological changes in structure and functions during diseases from physiological changes and can Interpret the patient's history, physical examination, laboratory and imaging findings, and arrive at a pre-diagnosis and diagnosis of the patient's problem.					
6) knows, plans and applies primary care and emergency medical treatment practices, rehabilitation stages.					

7) can keep patient records accurately and efficiently, know the importance of confidentiality of patient information and records, and protects this privacy.	1	2	3	4	5
8) knows the clinical decision-making process, evidence-based medicine practices and current approaches.					
9) knows and applies the basic principles of preventive health measures and the protection of individuals from diseases and improving health, and recognizes the individual and/or society at risk, undertakes the responsibility of the physician in public health problems such as epidemics and pandemics.					
10) knows the biopsychosocial approach, evaluates the causes of diseases by considering the individual and his / her environment.					
11) is capable of having effective oral and/or written communication with patients and their relatives, society and colleagues.					
12) knows the techniques, methods and rules of researching. It contributes to the creation, sharing, implementation and development of new professional knowledge and practices by using science and scientific method within the framework of ethical rules.					
13) can collect health data, analyze them, present them in summary, and prepare forensic reports.					
14) knows the place of physicians as an educator, administrator and researcher in delivery of health care. It takes responsibility for the professional and personal development of own and colleagues in all interdisciplinary teams established to increase the health level of the society.					
15) knows employee health, environment and occupational safety issues and takes responsibility when necessary.					
16) knows health policies and is able to evaluate their effects in the field of application.					
17) keeps medical knowledge up-to-date within the framework of lifelong learning responsibility.					
18) applies own profession by knowing about ethical obligations and legal responsibilities, prioritizing human values and with self-sacrifice throughout own medical life.					

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	When Istinye University Faculty of Medicine student is graduated who knows the historical development of medicine, medical practices, and the medical profession and their importance for society.	
2)	knows the normal structure and function of the human body at the level of molecules, cells, tissues, organs and systems.	
3)	is capable of systematically taking an accurate and effective social and medical history from their patients and make a comprehensive physical examination.	
4)	knows the laboratory procedures related to diseases; In primary care, the necessary material (blood, urine, etc.) can be obtained from the patient with appropriate methods and can perform the necessary laboratory procedures for diagnosis and follow-up or request laboratory tests.	
5)	can distinguish pathological changes in structure and functions during diseases from physiological changes and can Interpret the patient's history, physical examination, laboratory and imaging findings, and arrive at a pre-diagnosis and diagnosis of the patient's problem.	
6)	knows, plans and applies primary care and emergency medical treatment practices, rehabilitation stages.	
7)	can keep patient records accurately and efficiently, know the importance of confidentiality of patient information and records, and protects this privacy.	
8)	knows the clinical decision-making process, evidence-based medicine practices and current approaches.	
9)	knows and applies the basic principles of preventive health measures and the protection of individuals from diseases and improving health, and recognizes the individual and/or society at risk, undertakes the responsibility of the physician in public health problems such as epidemics and pandemics.	
10)	knows the biopsychosocial approach, evaluates the causes of diseases by considering the individual and his / her environment.	
11)	is capable of having effective oral and/or written communication with patients and their relatives, society and colleagues.	
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16)	knows health policies and is able to evaluate their effects in the field of application.	
17)	keeps medical knowledge up-to-date within the framework of lifelong learning responsibility.	
18)	applies own profession by knowing about ethical obligations and legal responsibilities, prioritizing human values and with self-sacrifice throughout own medical life.	

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Homework Assignments	1	% 50
Final	1	% 50
total		% 100
PERCENTAGE OF SEMESTER WORK		% 50
PERCENTAGE OF FINAL WORK		% 50
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			42
Study Hours Out of Class	14	3			42
Homework Assignments	1	15			15

Final	1	20			20
Total Workload					119