

Management Information Systems			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	UNI102		
Course Name:	Health Communication		
Semester:	Fall Spring		
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: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:	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) It has a wide range of interdisciplinary approaches to management information systems, primarily business and computer engineering.					
2) Comprehends the management information systems in terms of technical, organizational and managerial aspects and uses the current programming language by knowing the logic of programming.					
3) Uses different information technologies and systems for understanding and solving various business problems.					
4) Interpret the data, concepts and ideas in the field of management information systems with scientific and technological methods.					
5) Analyze the needs for an information system and analyze the processes of analysis, design and implementation of the database.					
6) Gains technical and managerial contributions to IT projects and takes responsibility.					
7) Solve complex business and informatics problems by using various statistical techniques and numerical methods and make analyzes using statistical programs effectively.					

8) Uses a foreign language at the B1 General Level in terms of European Language Portfolio criteria according to the level of education.	1	2	3	4	5
9) Develops teamwork, negotiation, leadership and entrepreneurship skills.					
10) Has universal ethical values, social responsibility awareness and sufficient legal knowledge.					
11) Develops positive attitudes related to lifelong learning and identifies individual learning needs and carries out studies to correct them.					
12) Students will be able to communicate their ideas and solutions both written and orally, and present and publish them on both national and international platforms.					
13) It uses information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.					

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	It has a wide range of interdisciplinary approaches to management information systems, primarily business and computer engineering.	3
2)	Comprehends the management information systems in terms of technical, organizational and managerial aspects and uses the current programming language by knowing the logic of programming.	3
3)	Uses different information technologies and systems for understanding and solving various business problems.	3
4)	Interpret the data, concepts and ideas in the field of management information systems with scientific and technological methods.	3
5)	Analyze the needs for an information system and analyze the processes of analysis, design and implementation of the database.	3
6)	Gains technical and managerial contributions to IT projects and takes responsibility.	3
7)	Solve complex business and informatics problems by using various statistical techniques and numerical methods and make analyzes using statistical programs effectively.	3

8)	Uses a foreign language at the B1 General Level in terms of European Language Portfolio criteria according to the level of education.	3
9)	Develops teamwork, negotiation, leadership and entrepreneurship skills.	3
10)	Has universal ethical values, social responsibility awareness and sufficient legal knowledge.	3
11)	Develops positive attitudes related to lifelong learning and identifies individual learning needs and carries out studies to correct them.	3
12)	Students will be able to communicate their ideas and solutions both written and orally, and present and publish them on both national and international platforms.	3
13)	It uses information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.	3

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

