Dentistry			
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:	Spring
Course Credits:	ECTS 5
Language of instruction:	Turkish
Course Condition:	
Does the Course Require Work Experience?:	No
Type of course:	University Elective
Course Level:	Bachelor TR-NQF-HE:6. Master`s Degree QF-EHEA:First Cycle EQF-LLL:6. Master`s Degree
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	Definition of Healthcare Communication, Features of Health Communication as a Multidisciplinary

Content:	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)

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) 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.					

Course Learning Outcomes	1	2	3	4	5
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, ethical, and quality processes.					
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.	
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, ethical, and quality processes.	
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.	

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**