

## General Info

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### Objectives of the Course

The aim is to equip students with protocol knowledge that they can utilize in their professional and social lives, and to develop their ability to demonstrate and apply this knowledge as appropriate behavior when interacting with individuals and institutions in various contexts.

### Course Contents

The course covers the concept and historical development of protocol; state, diplomatic, military, judicial, and academic protocols; rules of conduct in social life; forms of address, greetings, introductions, expressions of gratitude and apology; communicative norms in institutional life; protocol rules applicable in national and international ceremonies; as well as practical examples, crisis situations, and case analyses.

### Recommended or Required Reading

1-Lecture Notes 2- Atatürk University Faculty of Open Education. Protocol and social behavior rules. Erzurum. 3- Aytürk, N. (2024). Protocol and social behavior rules. Nobel Publishing.

### Planned Learning Activities and Teaching Methods

Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis

### Recommended Optional Programme Components

Students are expected not to neglect preliminary preparations for the course and to pay careful attention to attendance.

### Instructor's Assistants

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### Presentation Of Course

Face to face

Dersi Veren Öğretim Elemanları

Inst. Aynur Karakoç

## Program Outcomes

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1. Can define the concept of protocol and apply it.
2. Students will be able to regulate their relations with subordinates and superiors within the framework of social behavior rules
3. Apply appropriate forms of address, greetings, and introductions in social life.
4. Apply effective modes of communication in institutional contexts.
5. Is capable of managing personal image.

| Order | PreparationInfo  | Laboratory TeachingMethods   | Theoretical   | Practise |
|-------|--|--|---|----------|
| 1     | Students are required to study the course materials from page 1 to page 18.    | Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis | Concept, definition and significance of protocol  |          |
| 2     | Students are required to study the course materials from page 19 to page 24.   | Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis | Historical development of protocol (from Antiquity to the Ottoman Empire)   |          |
| 3     | Students are required to study the course materials from page 25 to page 34.   | Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis | Fundamental Principles of Protocol  |          |
| 4     | Students are required to study the course materials from page 35 to page 49.   | Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis | Types of Protocol   |          |
| 5     | Students are required to study the course materials from page 49 to page 82.   | Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis | Elements Shaping Social Behaviors in Societies and Rules of Conduct to Be Observed in Social and Institutional Life |          |
| 6     | Students are required to study the course materials from page 83 to page 91.   | Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis | Effective Speaking and Listening Protocol in Social and Business Settings   |          |
| 7     | Students are required to study the course materials from page 92 to page 107.  | Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis | Flag Protocol: Principles Regarding the Turkish Flag  |          |
| 8     |  |  | Midterm Exam  |          |
| 9     | Students are required to study the course materials from page 108 to page 119. | Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis | Vehicle Protocol  |          |
| 10    | Students are required to study the course materials from page 120 to page 157. | Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis | Protocol of Appointments, Visits, Gratitude, and Gifts  |          |
| 11    | Students are required to study the course materials from page 158 to page 168. | Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis | Gift Giving and Receiving in Social Life  |          |
| 12    | Students are required to study the course materials from page 169 to page 191. | Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis | Personal Image and Image Detractors   |          |
| 13    | Students are required to study the course materials from page 192 to page 220. | Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis | Factors Influencing Clothing Choices  |          |
| 14    | Students are required to study the course materials from page 221 to page 234. | Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis | Dress Code in Protocol and Its Significance   |          |
| 15    | Students are required to study the course materials from page 235 to page 253. | Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis | Men's and Women's Attire and Dress Code in Official Protocol  |          |
| 16    |  |  | Final Exam  |          |

## Workload

| Activities                   | Number | PLEASE SELECT TWO DISTINCT LANGUAGES |
|------------------------------|--------|--------------------------------------|
| Vize                         | 1      | 1,00                                 |
| Final                        | 1      | 1,00                                 |
| Teorik Ders Anlatım          | 14     | 2,00                                 |
| Ara Sınav Hazırlık           | 7      | 2,00                                 |
| Final Sınavı Hazırlık        | 7      | 3,00                                 |
| Ders Öncesi Bireysel Çalışma | 14     | 1,00                                 |
| Derse Katılım                | 11     | 1,00                                 |

| Activities | Weight (%) |
|------------|------------|
| Final      | 60,00      |
| Ödev       | 40,00      |

## Pazarlama ve Reklamcılık Bölümü / HALKLA İLİŞKİLER VE TANITIM X Learning Outcome Relation

|        | P.O. 1 | P.O. 2 | P.O. 3 | P.O. 4 | P.O. 5 | P.O. 6 | P.O. 7 | P.O. 8 | P.O. 9 | P.O. 10 | P.O. 11 | P.O. 12 | P.O. 13 | P.O. 14 |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|---------|---------|
| L.O. 1 | 4      | 2      | 3      | 1      | 2      | 5      | 1      | 2      | 3      | 3       | 4       | 2       | 3       | 3       |
| L.O. 2 | 3      | 5      | 3      | 2      | 3      | 5      | 4      | 3      | 3      | 2       | 4       | 2       | 4       | 4       |
| L.O. 3 | 2      | 3      | 3      | 2      | 2      | 5      | 2      | 2      | 2      | 3       | 4       | 3       | 3       | 3       |
| L.O. 4 | 3      | 4      | 4      | 3      | 3      | 5      | 3      | 3      | 3      | 4       | 5       | 4       | 5       | 4       |
| L.O. 5 | 2      | 2      | 3      | 2      | 3      | 4      | 2      | 4      | 3      | 3       | 4       | 3       | 4       | 4       |

Table :

- P.O. 1 :** Mesleği ile ilgili temel, güncel ve uygulamalı bilgilere sahip olur.
- P.O. 2 :** İş sağlığı ve güvenliği, çevre bilinci ve kalite süreçleri hakkında bilgi sahibi olur.
- P.O. 3 :** Mesleği için güncel gelişmeleri ve uygulamaları takip eder, etkin şekilde kullanır.
- P.O. 4 :** Mesleği ile ilgili bilişim teknolojilerini (yazılım, program, animasyon vb.) etkin kullanır.
- P.O. 5 :** Mesleki problemleri ve konuları bağımsız olarak analitik ve eleştirel bir yaklaşımla değerlendirme ve çözüm önerisini sunabilme becerisine sahiptir.
- P.O. 6 :** Bilgi ve beceriler düzeyinde düşüncelerini yazılı ve sözlü iletişim yolu ile etkin biçimde sunabilir, anlaşılır biçimde ifade eder.
- P.O. 7 :** Alanı ile ilgili uygulamalarda karşılaşılan ve öngörülemez karmaşık sorunları çözmek için ekip üyesi olarak sorumluluk alır.
- P.O. 8 :** Kariyer yönetimi ve yaşam boyu öğrenme konularında farkındalığa sahiptir.
- P.O. 9 :** Alanı ile ilgili verilerin toplanması, uygulanması ve sonuçlarının duyurulması aşamalarında toplumsal, bilimsel, kültürel ve etik değerlere sahiptir..
- P.O. 10 :** Bir yabancı dili kullanarak alanındaki bilgileri takip eder ve meslektaşları ile iletişim kurar.
- P.O. 11 :** Farklı sektörlerde halkla ilişkiler ve tanıtım disiplini içerisinde değerlendirme yöntemlerini açıklar ve uygular.
- P.O. 12 :** Görsel, işitsel ve yazılı medya araçlarının planlamasını yapar, sosyal sorumluluk, sponsorluk gibi yöntemleri geleneksel medyada ve sosyal medya mecralarında uygular
- P.O. 13 :** Halkla ilişkilerde etkinlik yönetimi kapsamında sosyal, kültürel, bilimsel ve benzeri etkinlikleri planlayarak organizasyon ve ölçümleme süreçlerini uygular, iletişim kampanyaları için proje yönetimi yaklaşımı ile fikirler oluşturur.
- P.O. 14 :** Halkla ilişkiler, müşteri ilişkileri yönetimi, ürün yönetimi ve marka yönetiminin temel kavramları ve mevzuatı açıklar.
- L.O. 1 :** Protokol kavramını tanımlayabilir ve uygulayabilir.
- L.O. 2 :** Sosyal davranış kuralları çerçevesinde ast ve üstleri ile ilişkilerini düzenleyebilir
- L.O. 3 :** Sosyal yaşamda uygun hitap, selamlama, tanıtma ve tanıştırma davranışlarını uygulayabilir.
- L.O. 4 :** Kurumsal yaşamda etkili iletişim biçimlerini uygulayabilir.
- L.O. 5 :** Kişisel imaj yönetebilir.