|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Mesleki Yabancı Dil** | |  | 1 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Bu dersin amacı öğrencilere iş hayatlarında gerekli olan temel İngilizce becerileri kazandırmaktır. Özellikle halkla ilişkiler alanında sıklıkla kullanılan İngilizce terimler, ve formal konuşma kalıplarının uygulamalı biçimde işlenerek öğrencilere temel mesleki İngilizce becerileri kazandırılması hedeflenmektedir. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1. Pazarlama terimlerinin İngilizce karşılıklarını öğrenir  2. İş yaşamında karşılaşacağı yazışma, not alama gibi temel becerileri edinir.  3. Temel düzeyde İngilizce metinleri okuma becerisi kazanır.  4. Çoğunlukla iş yaşamında kullanılan terimleri öğrenir ve basit düzeyde kullanır. | | | | | | | Dersin İçeriği | Pazarlam ile ilgili temel ingilizce terimler, imgilizce iş yazışmlaları ve telefonda konuşmalarında kullanılan cümle yapıları. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Not Alma (taking Note Skills) | | | | | | | 2 | Metin Okuma (Effective Reading Instructions) -1 | | | | | | | 3 | Metin Okuma (Effective Reading Instructions)-2 | | | | | | | 4 | Etkin Okuma (Reading Effectively)-1 | | | | | | | 5 | Etkin Okuma (Reading Effectively)-2 | | | | | | | 6 | Telefonda Görüşme -1 (Speaking on the Phone) | | | | | | | 7 | Telefonda Görüşme- 2 (Top Tips for Building Rapport on the telephone) | | | | | | | 8 | Pazarlamanın Tanımı(What is Marketing?) | | | | | | | 9 | Pazarlamanın Bileşenleri (Companent of Marketing) | | | | | | | 10 | 4 p (The Four P) | | | | | | | 11 | Ürün ve Fiyat (Product and Price) | | | | | | | 12 | Tutundurma ve Dağıtım (Promotion and Place) | | | | | | | 13 | Halkla İlişkiler ve Pazarlama İlşkisi (How Public Relations Supports Marketing) | | | | | | | 14 | Reklam ve Pazarlama (Advertisement and Marketing) | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Cotton, D.ve Falvey D.Kent S., (2013). *Pre-intermediate market leader business engilsh course book*, FT Publishing, Pearson Eucation Limited, 3.Edition,. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | **PÇ11** | | **ÖÇ1** | 3 | | 3 | 2 | | - | - | | - | - | | - | - | | - | 5 | | **ÖÇ2** | 3 | | 3 | 2 | | - | - | | - | - | | - | - | | - | 5 | | **ÖÇ3** | 3 | | 3 | 2 | | - | - | | - | - | | - | - | | - | 5 | | **ÖÇ4** | 3 | | 3 | 2 | |  | - | | - | - | | - | - | | - | 5 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | **PÇ11** | | Mesleki Yabancı Dil | 3 | 3 | 2 | - | - | - | - | - |  | - | 5 | |