

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF MARKETING
COURSE SYLLABUS**

TUR 101 Turkish I							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Turkish I	TUR 101	3	2	0	0	2	2

Language of Instruction	Turkish
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Question-Answer, Problem Solving

Course Objective
<p>Students gain the basic skills of written expression and comprehension for the students to use the language correctly and effectively consolidate Turkish Turkish and World Theatre with a novel about intellectual knowledge to contribute to the project of writing that will be useful in the methods and techniques of writing and preparing the presentation to provide an understanding of daily life in a job application, interview for a job and texts of expressions that will be required in professional applications such as the creation of technological environment on the use of Turkish to gain the necessary knowledge and skills to ensure that.</p>

Learning Outcomes
<p>The students who become successful in this course will be able;</p> <ul style="list-style-type: none"> · Have knowledge about the definition of the language, its functions, the main features of the Turkish language. · Knows the place and characteristic features of Turkish language among world languages. · Gain the ability to express oneself correctly and effectively in writing. It uses spelling and punctuation rules appropriately in the written texts it creates. · Creates professional basic texts related to the field. Understands and evaluates texts related to the field. · Knows and applies the rules of text creation. Develops writing skills and generates written text types and creates official articles (petition, minutes, resume, report). · Have knowledge about the basic typology of Turkish and world novels and theater and know the basic works. Have knowledge about the relationship between literature and sustainability and know modern perspectives.

Course Outline

Characteristics of the language and the Turkish language, writing methods and applied studies, punctuationmarks and spelling rules, World Turkish novel, theater.

Weekly Topics and Related Preparation Studies

Weeks	Topics	Preparation Studies
1	Language, thought and culture	Definition of language, basic characteristics, language-thought relationship, language-culture relationship.
2	The place and features of Turkish	Turkish's place among the world's languagesand its characteristic features dec.
3	Punctuation	The use and importance of punctuation marks, common punctuation mistakes, applied studies.
4	Spelling Rules	October rules: The spelling of some suffixesand prepositions. Spelling of special names, numbers, quoted words. Where uppercase and lowercase letters are used. Frequent Typos
5	Official Correspondence	Official correspondence: Petition, minutes, e-mail. Application work related to these types.
6	Resmî Yazışmalar	Report, business letter, resume (chronological format, biographical resume).Application studies related to these types
7	Applied Studies	Practical work on official correspondence.
8	MIDTERM EXAM	
9	Creating a Paragraph	Paragraph creation and analysis, current expression disorders (at the lexical level).
10	Creating Text	Rules for composing and composing text from paragraphs, expressive disorders (atthe sentence level).
11	Research Methods and Techniques	Research methods and techniques, bibliographic imprint.
12	Creating Field-Oriented Text	Create text related to the field. (Internshipreport, project application, etc.)
13	Literary Genres Based on Narration	Literary written expression types based on narration (Turkish/world novel and story)
14	Literary Genres Based on Representation	Types of written expression based on performance (Turkish and world theater)
15	Sustainability and literature	The relationship between sustainability and literature, eco-criticism.
16	FINAL EXAM	

Textbook(s)/References/Materials:

Textbook and Supplementary References:

1. Yakıcı, Ali vd. (2017). Üniversiteler İçin Türk Dili ve Kompozisyon Bilgileri (Ed: V.S.Yelok). Ankara:Gazi Kitabevi.
2. Eker, Süer (2016) Çağdaş Türk Dili. Ankara: Grafiker Yayınları.
3. Ergin, Muharrem (2002). Üniversiteler İçin Türk Dili. Bayrak Yayınları.
4. Özdemir, Emin (1999). Güzel ve Etkili Konuşma Sanatı.

Other Materials:

Assessment

Studies	Number	Contribution margin (%)
Attendance		
Lab		
Classroom and application performance grade		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Presentation		
Projects		
Report		
Seminar		
Midterm Exam/Midterm Jury	1	40
General Exam / Final Jury	1	60
Total		100
Success Grade Contribution of Semester Studies		40
Success Grade Contribution of End of Term		60
Total		100

ECTS / Workload Table

Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week): 16 x totalcourse hours)	16	2	32
Laboratory			
Application			
Course-Specific Internship (if any)			
Field Study			
Study Time Out of Class	1	5	5
Presentation / Seminar Preparation	1	6	6
Projects	1	5	5
Reports			
Homework			
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury			

Preparation Period for the Final Exam / General Jury	1	10	10
Total Workload	(60/25 = 2,4)		60

Course' Contribution Level to Learning Outcomes						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	Have knowledge about the definition of the language, its functions, the main features of the Turkish language.					X
LO2	Knows the place and characteristic features of Turkish language among world languages.					X
LO3	Gain the ability to express oneself correctly and effectively in writing. It uses spelling and punctuation rules appropriately in the written texts it creates.					X
LO4	Creates professional basic texts related to the field. Understands and evaluates texts related to the field.					X
LO5	Knows and applies the rules of text creation. Develops writing skills and generates written text types and creates official articles (petition, minutes, resume, report).					X
LO6	Have knowledge about the basic typology of Turkish and world novels and theater and know the basic works. Have knowledge about the relationship between literature and sustainability and know modern perspectives.					X

Relationship Between Course Learning Outcomes and Program Competencies (Department of Marketing)										
Nu	Program Competencies	Learning Outcomes								Total Effect (1-5)
		LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	
1	Understanding the formal and informal processes associated with a business structure.									
2	Evaluate a business on the basis of all functional units.									
3	To use analytical thinking effectively in the decisions taken for the problem solving process.		X							2
4	Having a vision of self-improvement and learning.					X				5
5	To carry out all activities within this framework, equipped with ethics.									
6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.									
7	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally.					X				5

8	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions.								
9	To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing.								
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.								
11	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.								
12	To follow and correctly interpret the current trends developing within the framework of marketing.				X				4
Total Effect									16

Policies and Procedures

Web page: <https://www.ostimteknik.edu.tr/marketing-1242>

Exams: The exams aim at assessing various dimensions of learning: knowledge of concepts and theories and the ability to apply this knowledge to real-world phenomena, through analyzing the situation, distinguishing problems, and suggesting solutions. The written exams can be of two types, ie. open-ended questions, which can also be in the form of problems or multiple-choice questions.

Assignments: Homework (Assignments) might be applicable. Scientific Research Ethics Rules are very important while preparing assignments. The students should be careful about citing any material used from outside sources and reference them appropriately.

Missed exams: Any student missing an exam needs to bring an official medical report to be able to take a make-up exam. The medical report must be from a state hospital.

Projects: Not applicable.

Attendance: Attendance requirements are announced at the beginning of the term. Students are usually expected to attend at least 70% of the classes during each term.

Objections: If the student observes a material error in his/her grade, he/she has the right to place an objection to the Faculty or the Department. The claim is examined and the student is notified about its outcome.