

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

<b>TUR 102 Turkish II</b>							
<b>Course Name</b>	<b>Course Code</b>	<b>Period</b>	<b>Hours</b>	<b>Application</b>	<b>Laboratory</b>	<b>Credit</b>	<b>ECTS</b>
Turkish II	TUR 102	4	2	0	0	2	2

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

<b>Course Objective</b>
The aim of this course is; to provide students with basic skills related to telling and expressing, to reinforce their correct and beautiful use of Turkish, to contribute to their intellectual knowledge about Turkish poetry, to provide students with an understanding of speech methods and techniques that will be useful for presenting a project or giving a prepared/unprepared speech, to give them the speaking skills that will be required in professional applications such as job application, job interview in daily life.

<b>Learning Outcomes</b>
The students who become successful in this course will be able; <ul style="list-style-type: none"> <li>· Have information about accentuation, intonation, pronunciation disorders; correct pronunciation errors when speaking.</li> <li>· He/she gives prepared and unprepared speeches. Have knowledge about interview techniques.</li> <li>· Oral expression skills develop.</li> <li>· Gain the ability to speak correctly and fluently.</li> <li>· Develops the skills to have an effective conversation in front of the community.</li> <li>· Understands the effect of body language on speakers and uses body language in binary communication.</li> <li>· Dec that body language differs between cultures.</li> </ul>

### Course Outline

To ensure the management of voice and breath, which are the basic elements of communication. To ensure that body language is used effectively in conversations. To be successful in prepared or unprepared speeches. To have knowledge about the types of oral expression and applied studies.

### Weekly Topics and Related Preparation Studies

Weeks	Topics	Preparation Studies
1	Communication, diction, breathing.	– Basic elements and types of communication, elements that prevent communication, basic concepts and terms related to speech.
2	Voice and Breathing in Speech	– Breath training and breath control; physical, mental and psychological elements that ensure the formation of sound.
3	Basic Problems of Turkish Pronunciation	– Turkish pronunciation is important for the following points: emphasis, intonation, melody, stop, frequent mistakes made in Turkish.
4	Effective Presentation Techniques	– Presentation Planning, Effective Presentation Principles
5	Body Language	– The use of body language in speech, touching, walking, interpersonal decency. Nonverbal communication and applied studies. Impression and persuasion
6	Body Language	– Body language applications in prepared speeches.

7	Current Problems of Turkish	– Language pollution, language continuity, language interaction, language views
<b>8</b>	<b>MIDTERM EXAM</b>	
9	Impromptu Conversations	– Impromptu Speech Practices (Job interview according to the content of the sections, patient-doctor, labor engineer, etc. applications will be made.)
10	Impromptu Conversations	– Impromptu Speech Practices (Telling your personal feelings and thoughts based on images, sentences)
11	Creative- Fictional Articles	– Poetry, outlines of Turkish poetry, modern Turkish poetry
12	Types of Oral Expression	– Oratory, Discourse, Public Speaking, Debate
13	Application	– Applications of Oral Expression Types (Discussion)
14	Types of Oral Expression	– Open session, forum, panel, symposium, colloquium
15	Uygulama	– Oral Expression Types Applications (Open Session)
<b>16</b>	<b>FINAL EXAM</b>	

**Textbook(s)/References/Materials:**

**Textbook and Supplementary References:** Yakıcı, Ali vd. (2017). Üniversiteler İçin Türk Dili ve Kompozisyon Bilgileri (Ed: V.S.Yelok). Ankara:Gazi Kitabevi.  
Eker, Süer (2016) Çağdaş Türk Dili. Ankara: Grafiker Yayınları.

Ergin, Muharrem (2002). Üniversiteler İçin Türk Dili. Bayrak Yayınları.  
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		
<b>Midterm Exam/Midterm Jury</b>	<b>1</b>	<b>40</b>
<b>General Exam / Final Jury</b>	<b>1</b>	<b>60</b>
<b>Total</b>		<b>100</b>
<b>Success Grade Contribution of Semester Studies</b>		<b>40</b>
<b>Success Grade Contribution of End of Term</b>		<b>60</b>
<b>Total</b>		<b>100</b>

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
<b>Course hours (Including the exam week): 16 x total course hours)</b>	16	2	32
Laboratory			
Application			
Course-Specific Internship (if any)			
Field Study			
<b>Study Time Out of Class</b>	1	2	2
Presentation / Seminar Preparation	1	4	4
Projects	1	2	2
Reports			
Homework			
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury			
Preparation Period for the Final Exam / General Jury	1	10	10
<b>Total Workload</b>	<b>(50/25 = 2)</b>		<b>50</b>

<b>Course' Contribution Level to Learning Outcomes</b>						
<b>Nu</b>	<b>Learning Outcomes</b>	<b>Contribution Level</b>				
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>L01</b>	Have information about accentuation, intonation, pronunciation disorders; correct pronunciation errors when speaking.					X
<b>L02</b>	He/she gives prepared and unprepared speeches. Have knowledge about interview techniques.					X
<b>L03</b>	Oral expression skills develop.					X
<b>L04</b>	Gain the ability to speak correctly and fluently.					X
<b>L05</b>	Develops the skills to have an effective conversation in front of the community.					X
<b>L06</b>	Understands the effect of body language on speakers and uses body language in binary communication.					X
<b>L07</b>	Dec that body language differs between cultures.					X

<b>Relationship Between Course Learning Outcomes and Program Competencies (Department of Marketing)</b>									
<b>Nu</b>	<b>Program Competencies</b>	<b>Learning Outcomes</b>							<b>Total Effect (1-5)</b>
		<b>L01</b>	<b>L02</b>	<b>L03</b>	<b>L04</b>	<b>L05</b>	<b>L06</b>	<b>L07</b>	
<b>1</b>	Understanding the formal and informal processes associated with a business structure.								
<b>2</b>	Evaluate a business on the basis of all functional units.								
<b>3</b>	To use analytical thinking effectively in the decisions taken for the problem solving process.								
<b>4</b>	Having a vision of self-improvement and learning.	X	X	X	X	X	X	X	5
<b>5</b>	To carry out all activities within this framework, equipped with ethics.								
<b>6</b>	To analyze the cases encountered by doing research and studies individually and as a team within the organization.								
<b>7</b>	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.								
<b>8</b>	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions.								
<b>9</b>	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.								
<b>10</b>	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.								
<b>11</b>	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.								
<b>12</b>	To follow and correctly interpret the current trends developing within the framework of marketing.								
<b>Total Effect</b>									<b>5</b>

<b>Policies and Procedures</b>
<b>Web page:</b> <a href="https://www.ostimteknik.edu.tr/marketing-1242">https://www.ostimteknik.edu.tr/marketing-1242</a>
<b>Exams:</b>
<b>Assignments:</b>
<b>Missed exams:</b>
<b>Projects:</b>
<b>Attendance:</b>
<b>Objections:</b>