

# AGRICULTURE AND PUBLIC RELATIONS

1	Course Title:	AGRICULTURE AND PUBLIC RELATIONS	
2	Course Code:	TEK4728-SS	
3	Type of Course:	Optional	
4	Level of Course:	First Cycle	
5	Year of Study:	4	
6	Semester:	8	
7	ECTS Credits Allocated:	3.00	
8	Theoretical (hour/week):	3.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	-	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Dr. Öğr. Üyesi İ.Bülent Gürbüz	
15	Course Lecturers:	-	
16	Contact information of the Course Coordinator:	bulent@uludag.edu.tr (224) 2941591	
17	Website:		
18	Objective of the Course:	To teach adult training techniques to raise the living standards in rural areas. To get information and skills about carrying out and programming activities that will be held parallel to this purpose. To earn ability to transfer innovations and to ensure behavioral changes for the development of rural people living in rural areas.	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	Identify needs of individuals in rural and to prepare extension programs in order to meet the requirements
		2	Earn ability aimed at introducing and disseminating innovations in rural areas
		3	Learn the principles of adult education
		4	Earn ability to work with different disciplines
		5	Earn and apply agricultural extension approaches applied in Turkey and the world
		6	Earn ability to decide and use methods used in conducting extension studies
		7	Earn ability to prepare, execute and evaluate extension programs and to serve in rural areas
		8	
		9	
		10	
21	Course Content:		
		<b>Course Content:</b>	
Week	Theoretical	Practice	

1	Course description and content, identification of students' expectations from the course, the philosophy of agricultural extension and contributions to rural development	
2	Historical development of agricultural extension in world and Turkey, individual outfit of agricultural extensionist and human relations, rural areas and the characteristics of individuals living in rural areas	
3	Characteristics of agricultural extension, basic principles, subject areas and objectives, adult education principles and the methods used to determine the needs	
4	Agricultural extension approaches	
5	Introduction and dissemination innovation (characteristics of innovation, decision-making process, adoption process, adoption categories)	
6	Communication (communication process, communication models, publication messages), Listening and persuasion exercise	
7	Review+Midterm Exam	
8	Extension Tools and Methods (individual, group and mass methods and properties), Presentation, brochures, posters and other tools preparation	
Activites		
		Number
		Duration (hour)
		Total Work Load (hour)
10	Theoretical Extension Tools and Methods (individual, group and mass methods and properties)	14
Practicals/Labs		0
Self study and other preparation		14
Homeworks		0
Projects (moderation techniques), Grouping and discussion		1
Field Studies		1
Midterm Exams (collection, implementation, monitoring and evaluation) Extension Program Preparation		1
Others		0
Final Exam Turkey- the role of extension		1
Total Work Load		
Total work load/ 30 hr		
22	Textbooks, References and/or Other	Textbooks: Prof. Dr. Orhan YAVUZ Tarımsal Yavım ve
ECTS Credit of the Course		3.00
		Other Materials: Agricultural Extension and Communication (Prof.Dr.Tayfun ÖZKAYA) Agricultural Extension and Communication (Assoc.Prof.Dr.Orhan ÖZÇATALBAŞ&Prof.Dr.Yaşar GÜRGEN) Agricultural Extension and Communication (Prof.Dr.Ziya Yurttaş) Agricultural Extension and Communication (Prof.Dr. Ayşen OLGUN) Agricultural Extension in Developing Countries (.M.E.ADAMS, translater(çeviren): Assoc.Prof.Dr.Murat BOYACI) Extension Study Guide (P.OAKLEY, C.GARFORTH) Agricultural Extension (A.W.van den BAN, HAWKINS) Extension Science (Niels ROLLING) Extension Handbook (Donald BLACBURN) Communication Models (Denis MCQUAIL and Sven WINDAHL)
23	Assesment	
TERM LEARNING ACTIVITIES		NUMBE R
		WEIGHT

Midterm Exam	1	40.00
Quiz	0	0.00
Home work-project	0	0.00
Final Exam	1	60.00
Total	2	100.00
Contribution of Term (Year) Learning Activities to Success Grade	40.00	
Contribution of Final Exam to Success Grade	60.00	
Total	100.00	
Measurement and Evaluation Techniques Used in the Course		
<b>24</b>	<b>ECTS / WORK LOAD TABLE</b>	

<b>25</b>	<b>CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS</b>															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	0	0	0	0	5	4	5	0	0	0	0	0	0	0	0	0
ÖK2	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0
ÖK3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK5	2	0	0	0	2	0	0	3	0	0	0	0	0	0	0	0
ÖK6	0	4	2	0	4	4	0	5	0	0	0	0	0	0	0	0
ÖK7	0	0	4	0	4	5	5	4	0	0	0	0	0	0	0	0
<b>LO: Learning Objectives    PQ: Program Qualifications</b>																
<b>Contribution Level:</b>	<b>1 very low</b>			<b>2 low</b>			<b>3 Medium</b>			<b>4 High</b>			<b>5 Very High</b>			