



EASTERN MEDITERRANEAN UNIVERSITY
University Curriculum Committee

Course Revision / Termination Form

Part I. Course Information and Mode of Operation

Department <i>Use capital letters only</i>	PUBLIC RELATIONS AND ADVERTISING	Department's Numeric Code	83
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Course Code	COM 135	Course Title	SOCIAL PSYCHOLOGY FOR PUBLIC RELATIONS AND ADVERTISING	Operation	<input checked="" type="checkbox"/> REVISION	<input type="checkbox"/> TERMINATION
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Part II. Proposed Revision

Skip this part if the mode of operation is TERMINATION.

Type of Revision	Current	New (proposed)
Course Code <input checked="" type="checkbox"/>	COM 135	COMM236
Course Title in English <input type="checkbox"/>		
Course Title in Turkish <input type="checkbox"/>		
Transcript Title in English <input type="checkbox"/>		
Transcript Title in Turkish <input type="checkbox"/>		
Course (catalog) Description in English <input type="checkbox"/>		
Course (catalog) Description in Turkish <input type="checkbox"/>		
Credit Description <input type="checkbox"/>	Lecture: <input type="checkbox"/> Lab: <input type="checkbox"/> Tut: <input type="checkbox"/> Total: <input type="checkbox"/>	Lecture: <input type="checkbox"/> Lab: <input type="checkbox"/> Tut: <input type="checkbox"/> Total: <input type="checkbox"/>
Semester on the core curriculum <input type="checkbox"/>		
Category of the course <input type="checkbox"/>	<input type="checkbox"/> UC <input type="checkbox"/> FC <input type="checkbox"/> AC <input type="checkbox"/> AE <input type="checkbox"/> UE	<input type="checkbox"/> UC <input type="checkbox"/> FC <input type="checkbox"/> AC <input type="checkbox"/> AE <input type="checkbox"/> UE

UC: University Core; **FC:** Faculty Core; **AC:** Area Core; **AE:** Area Elective; **UE:** University Elective

Part III. Rationale

Justification for the Revision / Termination

Explain the reasons for course revision / deletion

- ADJUSTMENT TO THE NEW PRA CURRICULUM, THE COURSE HAVING BEEN MOVED TO SOPHOMORE YEAR
- ADJUSTMENT OF THE COURSE CODE TO REFLECT THE SEMESTER IT IS OFFERED IN THE NEW CURRICULUM

Does this change necessitate any financial support in terms of physical or human resources?

Explain below if the answer is YES by making remarks on the needs and solutions

YES

NO

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Justification of Minimum Overlap with Similar Courses			
<i>Make sure that this course will not have substantial overlap with any other course. However, for inevitable cases, justify the areas of overlap.</i>			
Are there similar courses with overlapping content already being offered in EMU?	<input checked="" type="checkbox"/>	NO	YES. If yes, then justify below:
	Similar / Overlapping Course(s)	Justification	
1.			
2.			
3.			

Part IV Programs Affected by This Revision/Termination

Program Code	Name of the program	Date and Signature of the department head of the program
83	PUBLIC RELATIONS AND ADVERTISING	

Part VI. Catalog Information

Supply the information for the revised course in English and Turkish which will be printed in the next printed or on-line catalog of the University. Skip this part for terminated courses.

Catalog Description of the Revised Course – I - English
<p><i>Type the catalog course description of the revised course in English in the following order: course content, course credits, prerequisites and co-requisites, Abbreviated Title, Category of the course, teaching language, and keywords. The information supplied will be copied and pasted to the catalog.</i></p> <ul style="list-style-type: none"> Course code: Replace CODEXXX with the course code Course title: Replace Full Course Title with the course title. Course outline: Replace Course outline with statements of the course outline. Avoid using multiple paragraphs. Do not keep the text "Course outline" as a heading. Credits: Replace L, L, T and X with corresponding numbers for lecture, lab, tutorial and total course credit, respectively. Prerequisites and co-requisites: Delete "None" and replace XXXXXX with the corresponding course code. Course category: XXXXXXXX with any of "University Core", "Faculty / School Core", "Area Core", "Area Elective", or "University Elective" Abbreviated title: This is going to be used in preparation of transcripts or registration forms. Replace XXXXXXXXXXXXXXXX with a shorter version of the full title. Teaching language: Replace XXXXX with the teaching language Keywords: Replace XXXXXX, XXXXXX with words other than the ones available in the title and course outline which helps to identify the course. <p>The total text length should not exceed 2000 characters.</p>
<p>COMM236 SOCIAL PSYCHOLOGY FOR PUBLIC RELATIONS AND ADVERTISING</p> <p>This course examines the internal relation between the individual and the society, and the process whereby the individual is constituted as a social human being. Put differently, it looks at the interaction between human attributes and social relations. Topics covered include socialization, agents of socialization, the life course, social psychology versus sociobiology interpersonal relations, self-other relations, symbolic interaction, sexual, racial, and ethnic difference, cultural difference and ethnocentrism, the relation between the private and the public, and between the personal and the political, individualization through disciplinary institutions such as the university, the hospital, and the prison. Students taking this course can expect to gain a better understanding of what it means to have a self to call one's own, and how one relates to others.</p> <p><i>Credits: (3 / 0 / 3) 3 Prerequisites: None Co-requisites: None</i> <i>Abbreviated Title: Social Psychology Category: Faculty Core Course Teaching Language: English</i> <i>Keywords: Socialization, social self, self and other</i></p>

Catalog Description of the Revised Course – II – Turkish
<p>Güncellenmiş Dersin Katalog Tanımı – II – Türkçe</p> <ul style="list-style-type: none"> Ders Kodu: DERSXXX 'in ders kodu ile değiştirin

- **Ders Adı:** "Tam Ders Adı" yazısını silip yerine dersin tam adını yazınız.
- **Ders İçeriği:** "Ders içeriği..." yazısını silip dersin içeriğini yazınız. Çoklu paragraflardan kaçınınız. Ve sonunda bir satır boşluk kalmasını sağlayınız.
- **Dersin Kredisi:** L, L, T ve X harfleri yerine sırasıyla ders, lab, tutorial ve dersin toplam kredilerini karşılık gelecek şekilde yazınız..
- **Ön ve yan koşullar:** "None" kelimesini siliniz ve XXXXXX yerine dersin ön veya yan koşul dersini yazınız.
- **Dersin kategorisi:** XXXXXXXX yerine "Üniversite Ana", "Fakülte / Okul Ana", "Alan Ana", "Alan Seçmeli", veya "Üniversite Seçmeli" ibarelerinden birini yazınız.
- **Dersin Kısa Adı:** Bu bilgi ders çizelgesi (transkript) veya kayıt formlarında kullanılacaktır. XXXXXXXXXXXXXXXX yerine dersin kısa adını yazınız.
- **Eğitim Dili:** XXXXX yerine dersin eğitim dilini yazınız.
- **Anahtar Kelimeler:** XXXXXX, XXXXXX yerine dersi tanımlamakta yararlı olacak ve derin adı ile içeriğinde yer almayan kelimeleri yazınız.

Toplam metin uzunluğu 2000 basamağı geçemez.

1.	COMM236	HALKLA İLİŞKİLER VE REKLAMCILIK İÇİN SOSYAL PSİKOLOJİ
	<i>Kredi: (3 / 0 / 3) 3</i>	<i>Önkoşul: Yok</i>
	<i>Dersin Kısa Adı: Sosyal Psikoloji</i>	<i>Yankoşul: Yok</i>
	<i>Anahtar Kelimeler: Toplumsallaşma, toplumsal kendilik, ben ile başkası</i>	<i>Kategorisi: Fakülte Ana Dersi Eğitim Dili: İngilizce</i>

Part VI. Approval of Department Board

Board Meeting Date		Meeting Number		Decision Number	
Department Chair Title and Name		Signature		Date	

Part VIII. Approval of Faculty/School Board

Board Meeting Date		Meeting Number		Decision Number	
Dean/Director Title and Name		Signature		Date	

Part IX. Evaluation of University Curriculum Committee

University Curriculum Committee Check-list		
Review item	OK	Recommendations
<i>Submission:</i>		
Format in general (completeness of the forms)		
Deadlines		
Initials and Signatures		
<i>Curriculum:</i>		
Compliance with the core curriculum policy		
Coherece and relevance of justifications in general		
Appropriateness of course coding		
Format and length of course titles and descriptions		
Language of course titles and descriptions		
Calculation of the credits of the courses and total credit		
Compliance of the course credit descriptions with policies		
Total credit or student work load appropriateness		
Reasonable prerequisites and corequisites		
Appropriateness of academic ownership of the course		
Justifiable minimum overlap among similar course		
<i>Accreditation:</i>		
Compliance with the requirements of YÖK		
Compliance with the requirements of ABET or any other		

accreditation body if applicable		
<i>Implementation:</i>		
Sufficiency of human resources		
Sufficiency of physical resources		
Justified budget and financing		
Proper initiation semester		
Overall		
<input type="checkbox"/> Recommend without reservation	<input type="checkbox"/> Recommend with minor corrections indicated above	<input type="checkbox"/> Not recommended
Summary of the Committee report, if any:		
Report-Decision No:		
Chairperson Title and Name		Date
		Signature

Part X. Approval of Senate

This is required only for new courses that lead to core curriculum changes. Accordingly, Senate approval is NOT needed for elective courses)

Senate Meeting Date		Meeting Number		Decision Number	
Rector Title and Name		Signature		Date	