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| **ABU_KKK_01-15.jpg** | | | | | | **ECTS Course Description Form** | | | | | | | | | | | | | | | | | | |
| **PART I (Senate Approval)** | | | | | | | | | | | | | | | | | | | | | | | | |
| **Offering School** | *Tourism Faculty* | | | | | | | | | | | | | | | | | | | | | | | |
| **Offering Department** | *Tourism and Hotel Management* | | | | | | | | | | | | | | | | | | | | | | | |
| **Program(s) Offered to** | *Tourism and Hotel Management* | | | | | | | | | | | | | | *Elective* | | | | | | | | | |
|  | | | | | | | | | | | | | |  | | | | | | | | | |
|  | | | | | | | | | | | | | |  | | | | | | | | | |
| **Course Code** | *TRM 492* | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Name** | *Food in Media* | | | | | | | | | | | | | | | | | | | | | | | |
| **Language of Instruction** | *English* | | | | | | | | | | | | | | | | | | | | | | | |
| **Type of Course** | *Lecture* | | | | | | | | | | | | | | | | | | | | | | | |
| **Level of Course** | *Undergraduate* | | | | | | | | | | | | | | | | | | | | | | | |
| **Hours per Week** | **Lecture: 3** | | | | | | **Laboratory:** | | | | | **Recitation:** | | | **Practical:** | | | **Studio:** | | **Other:** | | | | |
| **ECTS Credit** | *5* | | | | | | | | | | | | | | | | | | | | | | | |
| **Grading Mode** | *Letter Grade* | | | | | | | | | | | | | | | | | | | | | | | |
| **Pre-requisites** |  | | | | | | | | | | | | | | | | | | | | | | | |
| **Co-requisites** |  | | | | | | | | | | | | | | | | | | | | | | | |
| **Registration Restriction** |  | | | | | | | | | | | | | | | | | | | | | | | |
| **Educational Objective** | *To introduce students to the world of food and beverage through media and press* | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Description** | *Students will examine the world of food and beverage from a different perspective such as media and press and research the opportunities in the printed and/or electronic press and media, which have taken on important duty in the recognition of the sector and also sector’s becoming widespread* | | | | | | | | | | | | | | | | | | | | | | | |
| **Learning Outcomes** | **LO1** | | | | | *Discuss about the significant role of media and press in the food and beverage industry* | | | | | | | | | | | | | | | | | | |
| **LO2** | | | | | *Describe the different perspective of the world of food and beverage via media and press* | | | | | | | | | | | | | | | | | | |
| **LO3** | | | | | *Develop media and food practices* | | | | | | | | | | | | | | | | | | |
| **LO4** | | | | | *Perform the world of food and beverage through electronic press and media* | | | | | | | | | | | | | | | | | | |
| **LO5** | | | | | *Develop your food and beverage skills as a media and press* | | | | | | | | | | | | | | | | | | |
| **LO6** | | | | |  | | | | | | | | | | | | | | | | | | |
| **n..** | | | | |  | | | | | | | | | | | | | | | | | | |
| **PART II (Faculty Board Approval)** | | | | | | | | | | | | | | | | | | | | | | | | |
| **Basic Outcomes (University-wide)** | **No.** | | | | | **Program Outcomes** | | | | | | | | **LO1** | | **LO2** | **LO3** | | **LO4** | | | **LO5** | **LO6** | |
| **PO1** | | | | | **Ability** to communicate effectively and write and present a report in Turkish and English. | | | | | | | |  | |  |  | |  | | | *X* |  | |
| **PO2** | | | | | **Ability** to work individually, and in intra-disciplinary and multi-disciplinary teams. | | | | | | | |  | |  | *X* | | *X* | | |  |  | |
| **PO3** | | | | | **Recognition** of the need for life-long learning and **ability** to access information, follow developments in science and technology, and continually reinvent oneself. | | | | | | | | *X* | |  | *X* | |  | | | *X* |  | |
| **PO4** | | | | | **Knowledge** of project management, risk management, innovation and change management, entrepreneurship, and sustainable development. | | | | | | | |  | | *X* | *X* | |  | | |  |  | |
| **PO5** | | | | | **Awareness** of sectors and **ability** to prepare a business plan. | | | | | | | | *X* | |  | *X* | |  | | |  |  | |
| **PO6** | | | | | **Understanding** of professional and ethical responsibility and **demonstrating** ethical behavior. | | | | | | | |  | | *X* |  | | *X* | | |  |  | |
| **Faculty Specific Outcomes** | **PO7** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PO8** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PO9** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PO10** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PO11** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PO12** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **Discipline Specific Outcomes (program)** | **PO13** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PO14** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PO15** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PO16** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PO17** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PO18** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **Specialization Specific Outcomes** | **PO N….** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PART III (Department Board Approval)** | | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Subjects, Contribution of Course Subjects to Learning Outcomes, and Methods for Assessing Learning of Course Subjects** | | | **Subjects** | | | **Week** | |  | | | | | | **LO1** | | **LO2** | **LO3** | | **LO4** | | | **LO5** | **LO6** | |
| **S1** | | | 1 | | Introduction | | | | | | A1 | | A1 |  | |  | | |  |  | |
| **S2** | | | 2-3-4-5-6-7 | | Food Practices in the Media | | | | | |  | | A1 | A5, A6 | |  | | |  |  | |
| **S3** | | | 8-9-10-11-12-13 | | Practices of Food and Media | | | | | |  | | A1 | A5 | |  | | |  |  | |
| **S4** | | |  | |  | | | | | |  | |  |  | |  | | |  |  | |
| **S5** | | |  | |  | | | | | |  | |  |  | |  | | |  |  | |
| **S6** | | |  | |  | | | | | |  | |  |  | |  | | |  |  | |
| **S7** | | |  | |  | | | | | |  | |  |  | |  | | |  |  | |
| **S8** | | |  | |  | | | | | |  | |  |  | |  | | |  |  | |
| **S9** | | |  | |  | | | | | |  | |  |  | |  | | |  |  | |
| **S10** | | |  | |  | | | | | |  | |  |  | |  | | |  |  | |
| **S11** | | |  | |  | | | | | |  | |  |  | |  | | |  |  | |
| **S12** | | |  | |  | | | | | |  | |  |  | |  | | |  |  | |
| **S13** | | |  | |  | | | | | |  | |  |  | |  | | |  |  | |
| **Assessment Methods, Weight in Course Grade, Implementation and Make-Up Rules** | | | **No.** | | **Type** | | | | | | **Weight** | | **Implementation Rule** | | | | **Make-Up Rule** | | | | | | | |
| **A1** | | **Exam** | | | | | | *60%* | | *There will be 2 exams for this course. Exam dates will be shown on the tentative schedule and it can be changed according to the course schedule.* *Midterm is weighted 20% and Final is weighted 40%* | | | | No make-up exam is allowed unless the student reports the inevitable event in advance and submit a legitimate document no later than one week after the event.  The exception is not applied to the second exam. | | | | | | | |
| **A2** | | **Quiz** | | | | | | *-* | |  | | | |  | | | | | | | |
| **A3** | | **Homework** | | | | | | *-* | |  | | | |  | | | | | | | |
| **A4** | | **Project** | | | | | | *-* | |  | | | |  | | | | | | | |
| **A5** | | **Report** | | | | | | *20%* | | *Each student should prepare his/her report by himself/herself.* | | | | Points will be deduced for late submissions. | | | | | | | |
| **A6** | | **Presentation** | | | | | | *20%* | | *Team work* | | | | Points will be deduced for late submissions. | | | | | | | |
| **A7** | | **Class/Lab./**  **Field Work** | | | | | | *-* | |  | | | |  | | | | | | | |
| **A8** | | **Other** | | | | | | *-* | |  | | | |  | | | | | | | |
| **TOTAL** | | | | | | | | **100%** | |  | | | |  | | | | | | | |
| **Evidence of Achievement of Learning Outcomes** | | | Students will demonstrate learning outcomes through in-class activities, team presentations, individual reports and exams. | | | | | | | | | | | | | | | | | | | | | |
| **Method for Determining Letter Grade** | | | Grade will be determined by your total points earned under the criteria below:   |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Total Points | 100 | 100-90 | 89-87 | 86-84 | 83-80 | 79-77 | 76-74 | 73-70 | 69.-67 | 66.-64 | 63-60 | 59-0 | | Letter Grade | A+ | A | A- | B+ | B | B- | C+ | C | C- | D+ | D | F | | Value | 4.00 | 4.00 | 3.70 | 3.30 | 3.00 | 2.70 | 2.30 | 2.00 | 1.70 | 1.30 | 1.00 | 0.00 | | | | | | | | | | | | | | | | | | | | | | |
| **Teaching Methods, Student Work Load** | | | **No** | **Method** | | | | | | **Explanation** | | | | | | | | | | | **Hours** | | | |
| ***Time applied by instructor*** | | | | | | | | | | | | | | | | | | | | | |
| **1** | **Lecture** | | | | | | Lecturing and utilizing the text-book and the additional readings provided by the instructor. | | | | | | | | | | | 14x3 = 42 | | | |
| **2** | **Interactive Lecture** | | | | | | Multiple writing/searching in-class activities require much interactions among all class members. | | | | | | | | | | | 14x2 = 28 | | | |
| **3** | **Recitation** | | | | | |  | | | | | | | | | | | 0 | | | |
| **4** | **Laboratory** | | | | | |  | | | | | | | | | | | 0 | | | |
| **5** | **Practical** | | | | | |  | | | | | | | | | | | 0 | | | |
| **6** | **Field Work** | | | | | |  | | | | | | | | | | | 0 | | | |
| ***Time expected to be allocated by student*** | | | | | | | | | | | | | | | | | | | | | |
| **7** | **Project** | | | | | |  | | | | | | | | | | | 0 | | | |
| **8** | **Homework** | | | | | | Students are engaged in a team presentation activity and an individual report. | | | | | | | | | | | 2x21 = 42 | | | |
| **9** | **Pre-class Learning of Course Material** | | | | | | Students require to read the relevant chapters before the class. | | | | | | | | | | | 14x1 = 14 | | | |
| **10** | **Review of Course Material** | | | | | | Students require to read the relevant chapters and academic papers after the class. | | | | | | | | | | | 14x1 = 14 | | | |
| **11** | **Studio** | | | | | |  | | | | | | | | | | | 0 | | | |
| **12** | **Office Hour** | | | | | | Each student requires to meet the instructor for his/her research proposal. | | | | | | | | | | | 2x1 = 2 | | | |
| **TOTAL** | | | | | | | | | | | | | | | | | | *142* | | | |
| **IV. PART** | | | | | | | | | | | | | | | | | | | | | | | | |
| **Instructor** | | **Name** | | | | | | |  | | | | | | | | | | | | | | |
| **E-mail** | | | | | | |  | | | | | | | | | | | | | | |
| **Phone Number** | | | | | | |  | | | | | | | | | | | | | | |
| **Office Number** | | | | | | |  | | | | | | | | | | | | | | |
| **Office Hours** | | | | | | |  | | | | | | | | | | | | | | |
| **Course Materials** | | **Mandatory** | | | | | | | Jonatan Leer and Karen Klitgaard Povlsen. Food and Media: Practices, Distinctions and Heterotopias. Routledge (28 Jun. 2016). ISBN-13: 978-1472439680 | | | | | | | | | | | | | | |
| **Recommended** | | | | | | |  | | | | | | | | | | | | | | |
| **Other** | | **Scholastic Honesty** | | | | | | | Any student with an academically misbehavior will be expelled from the course. | | | | | | | | | | | | | | |
| **Students with Disabilities** | | | | | | |  | | | | | | | | | | | | | | |
| **Safety Issues** | | | | | | |  | | | | | | | | | | | | | | |
| **Flexibility** | | | | | | | The instructor reserves the right to change any aspect of the course in response to the needs of the class. | | | | | | | | | | | | | | |