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| ABU_KKK_01-15.jpg | **ECTS Course Description Form** |
| **PART I (Senate Approval)** |
| **Offering School**  | *Tourism Faculty* |
| **Offering Department** | *Gastronomy* |
| **Program(s) Offered to** | *Gastronomy* | *Elective* |
| *Tourism and Hotel Management* | *Elective* |
|  |  |
| **Course Code**  | *GAST 432* |
| **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 |

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| **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. |