

Public Relations ve Advertising Departmen General Field-Related Competencies

According to the National Qualifications Framework for Higher Education in Turkey (NQF-HETR), which was developed by the Higher Education Council (HEC) in Turkey, the graduates of teacher training higher education institutions should have the following competencies:

NQF-HETR Teacher Education and Educational Sciences – Fundamental Competencies					
<u>UNDERGRADUATE Programmes</u>					
KNOWLEDGE (Theoretical – Factual)	SKILLS (Cognitive – Practical)	COMPETENCIES			
		Competence in Independent Work and Taking Responsibilities	Competence in Learning	Competence in Communications and Social Interaction	Field-Related Competence
<ol style="list-style-type: none"> 1. Based on his/her competencies acquired during secondary education, s/he comprehends field-related concepts and the relationships between them. 2. Is knowledgeable about the nature, source, limits, accuracy, reliability and validity of knowledge. 3. Can discuss the methods of scientific knowledge production. 4. Has information about the communication features of the person, group, mass or institutions and the communication problems that they have experienced. 5. Has the knowledge to use communication media and tools in a competent way. 6. Recognizes the structural, administrative and technical aspects of the operating institutions in the field. 7. Recognizes national, international, social and intercultural dimensions of communication. 	<ol style="list-style-type: none"> 1. Can use advanced sources of knowledge in relation to his/her field. 2. Conceptualises situations and facts about his/her field, examines them using scientific methods and techniques and assesses and discusses the relevant data. 3. Identifies and analyses problems related to his/her field and can develop evidence and research-based solutions to these. 4. Develops and implements appropriate communication strategies, methods and techniques, taking into account the communication characteristics, needs or differences of people, groups, masses or institutions. 	<ol style="list-style-type: none"> 1. Takes responsibility in individual as well as group works and completes the task in an effective way. 2. Knows himself/herself as an individual; uses his/her creative and strong attributes and develops his/her weak sides. 3. Takes responsibility and initiative individually and as a group member to solve unanticipated and complex problems faced during practice. 	<ol style="list-style-type: none"> 1. Evaluates the information and skills s/he gains in a critical way. 2. Identifies his/her learning needs and directs self-learning. 3. Develops a positive attitude towards life-long learning. 4. Plans and manages activities for professional development as individuals and team members. 5. Uses ways of obtaining knowledge effectively. 	<ol style="list-style-type: none"> 1. Actively participates in artistic and cultural activities. 2. Shows that s/he is sensitive towards important contemporary events/developments in her/his society and the world and follows these developments. 3. Plans and implements professional projects and activities for the society that s/he lives in with an awareness of social responsibility. 4. Informs people and institutions about issues in his/her field. 5. Supports his ideas and proposals for solutions to problems with qualitative and quantitative data and shares these with both people who are experts and who are not in the field. 6. Uses at least one foreign language at B1 level to follow the developments in his/her field and can communicate with his/her colleagues. 7. Can use computer and information technologies at the advanced level of European Computer Driving Licence 8. Lives in different cultures and adapts to the social life. 	<ol style="list-style-type: none"> 1. Acts according to democracy, human rights, social, scientific and professional ethical values. 2. Has enough awareness in social safety and work safety. 3. Is aware of the national and universal sensitivities mentioned in the Basic Law of Communication. 4. Acts in accordance with the laws, bi-laws and regulations in relation to his duties, rights and responsibilities in his field and as an individual. 5. Plans and carries out professional projects and activities for the social environment he lives in with the awareness of social responsibility. 6. Uses the technologies related to the field competently.

