



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations in Recreation							
Course Code		REKB214		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	2	Workload	49 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		This course; definition, concepts, qualities, techniques of public relations; practices of public relations in various countries; education, importance and applications of public relations in recreation management.							
Course Content		The aim of the course is to provide the students with the ability to make assessment and analysis related to the field.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Problem Solving					
Name of Lecturer(s)		Lec. Rukiye AYDOĞAN							

### Prerequisites & Co-requisites

Equivalent Course	REKB307
ECTS Requisite	45

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	Tengilimoğlu, D. ve Öztürk, Y. (2008) İşletmelerde Halkla İlişkiler, Ankara: Seçkin Kitapevi
2	Aydede, C. (2002) Teorik ve Uygulamalı Halkla İlişkiler Kampanyaları, İstanbul: MediCat Kitapları.
3	Baskin, O.; Aronoff, C. Ve Lattimor, D. (1997) Public Relation: The Profession and Practice, Boston: Mc Graw Hill.

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition, history and close concepts of public relations.
2	Theoretical	The reasons that reveal the need for public relations, public relations and communication.
3	Theoretical	Objectives, principles and target group in public relations.
4	Theoretical	Ethics in public relations.
5	Theoretical	Public relations and sponsorship.
6	Theoretical	Image creation in recreational public relations.
7	Theoretical	Recreation and public relations
8	Intermediate Exam	Midterm exam
9	Theoretical	Public relations in entertainment enterprises
10	Theoretical	Brand management in public relations and recreation
11	Theoretical	Crisis management and public relations.
12	Theoretical	Sports center management and public relations.
13	Theoretical	Current examples in the field of public relations and recreation ..
14	Theoretical	New technologies and recreation practices in public relations.
15	Final Exam	Final exam



**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	1	42
Midterm Examination	1	5	2	7
Total Workload (Hours)				49
[Total Workload (Hours) / 25*] = <b>ECTS</b>				2

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	Have professional management techniques and practices related to recreation activities.
2	Have detailed information about macro and micro scale plans and policies related to the field.
3	Have the ability to organize and manage activities related to recreation area.
4	Continuously renews and improves itself in the field of recreation.
5	Have the necessary knowledge and skills to plan, design, maintain and develop recreation areas.

**Programme Outcomes (Recreation)**

1	Students have comprehensive and systematic information about concepts, principles, theories, facts in disciplines related to Recreation in Recreation field and use and interpret these information in workplace
2	By specialising in certain studies of profession related to Recreation, students carry out planning and control functions in the field.
3	By using the knowledge about Recreation, students fulfill responsibilities in league with other occupational groups
4	Students carry out the recommendation and coordination functions, and plan activities related to Recreation
5	Students behave in accordance with the codes of ethics and laws and regulations related to right and liability of Recreation field.
6	Students analyse by using the known techniques related to Recreation
7	Students fulfill scientific information responsibility related to Recreation and research
8	Students develop positive behaviour and attitude towards healthy life-long sport
9	Students set an example as a model to society and colleagues with their professional identity related to Recreation field
10	Students must communicate written or verbal in some foreign languages

