



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Sports And Public Relations							
Course Code		SYB209		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Definition and Mix of Public Relations; Historical Development of Public Relations in Turkey in the world; Importance of Public Relations Department in Sports Organization; Use of Sport as a Public Relations Tool in Public and Private Organizations; Public Relations Tools: Written tools, Audiovisual tools, Other tools; Theories and Sports Practices Used in Public Relations; Public Relations Campaign in Sports Organizations Communication Stages: Problem definition, Determination of objectives, Determination of target audience, Determination of message, Tactics and tools							
Course Content		Definition and importance of Public Relations, what needs arise as a result of the historical process, concepts close to public relations, tools used in public relations studies, public relations and Media Relations, press release, press conference and Press File preparation, public relations campaigns.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Case Study					
Name of Lecturer(s)		Assoc. Prof. Hasan ULUKAN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Public relations and Communication, Ahmet Yatkin, Ummühan Nazan Yatkin, Nobel publication distribution, 3. Print, Ankara, 2010.
2	Public relations and communication, Fatma Gatikli, Beta publishing, 2. Print, Istanbul, 2010.

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition and importance of Public Relations, historical development of Public Relations, types of Public Relations
2	Theoretical	Social Responsibility, The Place Of Public Relations In The Concept Of Social Responsibility
3	Theoretical	Concepts close to public relations, Total Quality Management and Public Relations, Organizational Culture and Public Relations
4	Theoretical	Public relations and effective communication techniques
5	Theoretical	Objectives Of Public Relations, Basic Principles Of Public Relations
6	Theoretical	The organization of public relations in the workplace, and employees should have in terms of Public Relations
7	Theoretical	Public Relations Management
8	Intermediate Exam	Midterm
9	Theoretical	Target Audience In Public Relations Policy In Enterprises
10	Theoretical	Recognition methods in public relations, tools and methods used in public relations promotion
11	Theoretical	Public Relations In Virtual Environment
12	Theoretical	Public Relations In Times Of Crisis
13	Theoretical	Tools and methods used in public relations
14	Final Exam	Final Exam.

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Land Work	2	5	3	16
Midterm Examination	1	6	1	7



Final Examination	1	9	1	10
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Understands the aims of Public Relations.
2	Develops the kinds of Public Relations.
3	Knows the importance and timing of Pro-active and reactive public relations.
4	Knows Public Relations in times of crisis.
5	Knows the target audience in public relations policy.

Programme Outcomes (Sports Management)

1	1. To be able to explain the elements of management and organization and to apply the functions of management in sports organizations
2	2. To be able to understand the interdisciplinary and the multidisciplinary nature of the field of sport management.
3	3. To be able to comprehend the knowledge, skills and values related to the management of the general business areas in addition to sports industry at the top-level.
4	4. To be able to define and explain internal and external factors that shape and influence the sports in our country and the World.
5	5. To be able to comprehend and interpret the technical strategies and the managerial skills of the branch of sports chosen.
6	The skill of creating, applying and interpreting the plans of project and program
7	7. To be able to develop strategies financially for the sports organizations, to evaluate the budgets, the sources of income and the expenses
8	8. To be able to comprehend and interpret how the ethical principles influence the process of financial, marketing and administrative decision-making at the sports organizations
9	9. To be able to know the basic principles and methods of the sports marketing at the national and international level
10	10. To be able to understand the qualitative and quantitative analysis and be able to use them effectively

