



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Event Management							
Course Code		HIT108		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	1	Laboratory	0
Objectives of the Course		Students will gain the basic skills on the event management							
Course Content		In general, the following information is given: Introduction to Public Relations Event Public Relations Activities							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Prof. Akan YANIK							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	GÜLTEKİN, Bilgehan (2008) "Halkla İlişkilerde Etkinlik Yoluyla İmaj Oluşturma" Nobel, İzmir
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Public Relations Organization (Events)
2	Theoretical	Important Steps for Creating Image through Events - I
3	Theoretical	Important Steps for Creating Image through Events - 2
4	Theoretical	Event-time Management
5	Theoretical	Public Relations Events (PANEL)
6	Theoretical	Public Relations Events (SEMINAR)
7	Theoretical	Public Relations Events (SYMPOSIUM)
8	Theoretical	Public Relations Events (SYMPOSIUM)
9	Theoretical	Public Relations Events (CONGRESS)
10	Theoretical	Public Relations Events (CONFERENCE)
11	Theoretical	Public Relations Events (Others)
12	Theoretical	Media – Correspondence – Sponsorship - Design
13	Theoretical	PERT Technique
14	Practice	Practices of Event Management
15	Final Exam	Practices of Event Management
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Midterm Examination	1	7	1	8
Final Examination	1	10	1	11
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	to have the basic theoretical knowledge about trough activity to creating image in Public Relation
2	Understanding the stages of event management



3	Understanding the stages of event-time management
4	Understanding the stages of media management and sponsorship in event
5	Understanding event types

Programme Outcomes (Public Relations and Publicity)

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	2	5	3	2	4
P2	5	5	3	5	4
P3	5	5	5	5	4
P4	2	4	3	4	4
P5	4	5	2	3	2
P6	4	4	3	3	1
P7	2	5	4	5	4
P8	4	5	4	3	4

