



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations Practices							
Course Code		HIT212		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	6	Workload	152 (<i>Hours</i>)	Theory	0	Practice	4	Laboratory	0
Objectives of the Course		The strategies to be followed and the tools used in public relations, target audience selection, activity planning, campaign preparation for the press, sample application study, development of the students with the projects given to the students.							
Course Content		The aim of this lesson is to make the planning of the event planning, the duration of the campaign, the situation analysis and selection of the target kit, the tools of public relations, media planning, budget preparation and event presentation.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study, Project Based Study, Individual Study, Problem Solving					
Name of Lecturer(s)		Lec. Seçil UTMA							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Öğretim Elemanı Ders Notları
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Week	Weekly Detailed Course Contents	
1	Practice	Examination of sample projects and presentation of applied projects(Project implementation methods and implementation)
2	Practice	Examination of sample projects and presentation of applied projects(Project implementation methods and implementation)
3	Practice	Examination of sample projects and presentation of applied projects(Project implementation methods and implementation)
4	Practice	Examination of sample projects and presentation of applied projects(Project implementation methods and implementation)
5	Practice	Examination of sample projects and presentation of applied projects(Project implementation methods and implementation)
6	Practice	Examination of sample projects and presentation of applied projects(Project implementation methods and implementation)
7	Practice	Examination of sample projects and presentation of applied projects(Project implementation methods and implementation)
8	Practice	Examination of sample projects and presentation of applied projects(Project implementation methods and implementation)
9	Practice	Examination of sample projects and presentation of applied projects(Project implementation methods and implementation)
10	Practice	Examination of sample projects and presentation of applied projects(Project implementation methods and implementation)
11	Practice	Examination of sample projects and presentation of applied projects(Project implementation methods and implementation)
13	Practice	Examination of sample projects and presentation of applied projects(Project implementation methods and implementation)
14	Practice	Examination of sample projects and presentation of applied projects(Project implementation methods and implementation)
15	Final Exam	final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Practice	14	6	4	140
Midterm Examination	1	4	1	5



Final Examination	1	6	1	7
Total Workload (Hours)				152
[Total Workload (Hours) / 25*] = ECTS				6
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Understanding the Public Relations Project Strategies
2	Examine sample projects
3	Presentation of applied projects
4	To know the project methods and application
5	The realization of all phases of the project and the report

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	5	4	5	4	4
P2	5	4	5	3	5
P3	5	4	4	4	4
P4	4	5	4	4	2
P5	4	5	5	5	3
P6	3	4	3	4	4
P7	2	2	2	2	2
P8	4	3	4	4	5

