



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations Practices							
Course Code		HIT201		Couese Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	3	Practice	1	Laboratory	0
Objectives of the Course		Students will gain the basic skills information on the public relation project types							
Course Content		The objectives will be as follows: Introduction to Project Planning Stages Measurement and Evaluation Stages							
Work Placement		N							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study, Individual Study, Problem Solving					
Name of Lecturer(s)		Lec. Seil UTMA							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	YURDAKUL, Bařok Nilay "Theory to Practice Public Relations Projects" Nobel , İzmir, 2009
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Public Relations Projects
2	Theoretical	Situation Analysis Stage
3	Theoretical	Situation Analysis Stage
4	Theoretical	Planning Stage
5	Theoretical	Planning Stage
6	Theoretical	Audience and Media Techniques
7	Theoretical	Audience and Media Techniques
8	Intermediate Exam	Mid-term Exam
9	Theoretical	Implementation Stage
10	Theoretical	Implementation Stage
11	Theoretical	Implementation Stage
12	Theoretical	Implementation Stage
13	Theoretical	Budgeting Stage
14	Theoretical	Budgeting Stage
15	Theoretical	Measurement and Evaluation Stage
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Lecture - Practice	14	2	1	42
Midterm Examination	1	6	1	7
Final Examination	1	8	1	9
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Understanding the Public Relations Project Strategies
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2	Understanding the Project Plan and Models
3	Understanding the stages of project planning
4	Understanding the stages of creative project management
5	Gain the ability to realize Public Relations Project

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	3	3	4	4	5
P2	5	5	5	5	4
P3	5	5	4	4	5
P4	5	5	5	4	4
P5	1	1	2	2	2
P6	2	2	2	1	2
P7	5	5	5	5	5
P8	5	5	5	5	5

