



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relation Management							
Course Code		HIT116		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	78 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Public institutions and private companies, products and services, offer the public to promote internal and external audiences, institutions and public opinion toward the brand to create sympathy and interest							
Course Content		Public institutions and private companies, products and services, offer the public to promote internal and external audiences, institutions and public opinion toward the brand to create sympathy and interest							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	1. 1. Public Relations in Enterprises, Dilaver Tengilimoğlu
2	2. 2. Public Relations in Enterprises, Prof. Dr. Zeyyat Sabuncuoğlu

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of public relations in business, importance and development
2	Theoretical	Social Responsibility and Public Relations
3	Theoretical	Total Quality Management And Public Relations
4	Theoretical	Elements of Organizational Culture
5	Theoretical	Place of Organizational Culture in Public Relations
6	Theoretical	The active role of communication in public relations
7	Theoretical	Corporate Identity, Corporate Image and Corporate Reputation
8	Intermediate Exam	midterm exam
9	Theoretical	Public Relations Organization
10	Theoretical	Place of Public Relations in General Organization Units
11	Theoretical	Organizational Structure Public Relations Department
12	Theoretical	Audience in Public Relations
13	Theoretical	Public Relations Communication Tools
14	Theoretical	Public Relations Effective Presentation Techniques
15	Theoretical	Public Relations Practices in Turkey

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				78
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	1. The birth of public relations, the necessity, to understand and recognize the functions of
2	2. Other disciplines to become familiar with the concepts and supporting close to PublicRelations
3	Explain mass communication and its effects



4	Lists the characteristics of public relations specialists
5	Will be able to explain the management process in public relations.

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
P1	4	4
P2	3	3
P3	4	4
P4	1	1
P5	1	1
P6	1	1
P7	2	2
P8	2	2

