



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations II							
Course Code		HIT104		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Public relations communication tools, types of organization, with extensive information on specific applications and are intended to be projecting.							
Course Content		The use of media and public relations organizations, Learn how the intended uses for project planning.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
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	Temel Halkla İlişkiler Bilgileri, Prof.Dr.Ahmet Bülend Göksel
2	İşletmelerde Halkla İlişkiler, Prof.Dr.Dilaver Tengilimoğlu
3	İşletmelerde Halkla İlişkiler, Prof.Dr.Zeyyat Sabuncuoğlu

Week	Weekly Detailed Course Contents	
1	Theoretical	Tools for Public Relations Studies
2	Theoretical	Writing Tools
3	Theoretical	institution Publications
4	Theoretical	Issue Tools
5	Theoretical	Other Tools
6	Theoretical	Factors Affecting Choice of Tools
7	Theoretical	Public Relations Organisation Studies
8	Theoretical	Public Relations Organisation Studies
9	Theoretical	Public Relations Strategy and Policy-Making
10	Theoretical	Evaluation and Measurement Methods for Public Relations Studies
11	Theoretical	Special Public Relations Practices
12	Theoretical	Crisis Management
13	Theoretical	Total Quality Management - Human Resources Management
14	Theoretical	Public Relations Projects
15	Theoretical	Public Relations Projects

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Seminar	5	6	0	30
Project	2	3	0	6
Midterm Examination	1	7	1	8
Final Examination	1	10	1	11
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	The use of communication media and public relations organizations,
2	2-Learn how the intended uses of project planning.
3	Expresses in-house public relations in their own words
4	List the strategies and methods of communicating with employees.
5	Explain the application 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	3
P2	3	3
P3	4	4
P4	1	1
P5	1	1
P6	1	1
P7	3	3
P8	3	3

