



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations							
Course Code		İŞT209		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 ( <i>Hours</i> )	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To introduce the concepts, theories and principles related to the people to the students.							
Course Content		In-depth discussions aimed at establishing the necessary infrastructure for the implementation of successful peoples relations focus on defining goals, defining goals, identifying appropriate messages, choosing the right channels, and evaluating the results; ethical decision-making process and career opportunities							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Case Study					
Name of Lecturer(s)		Ins. Ali Kemali ÖZUĞUR, Lec. Aylin DİLEK							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	İşletmelerde Halkla İlişkiler, Zeyyat Sabuncuoğlu, Alfa Aktüel
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Week	Weekly Detailed Course Contents	
1	Theoretical	Public Relations Concept
2	Theoretical	Concepts Related to Public Relations
3	Theoretical	Public Relations and Human Relations
4	Theoretical	Public relations and advertising
5	Theoretical	Public Relations and Propaganda
6	Theoretical	Public Relations and Communication
7	Theoretical	Use of Public Relations Tools
8	Theoretical	Methods and Principle Principles
9	Intermediate Exam	midterm
10	Theoretical	Data collecting
11	Theoretical	Planning, Evaluation of Results
12	Theoretical	Planning, Evaluation of Results
13	Theoretical	Publicly Used Vehicles
14	Theoretical	Publicly Used Vehicles
15	Theoretical	Progress of Public Relations Activities
16	Final Exam	Final Examination

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	0	2	26
Lecture - Practice	6	0	1	6
Assignment	10	0	1	10
Midterm Examination	1	2	1	3



Final Examination	1	4	1	5
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Understanding the concepts related to public relations
2	Defining the aims of public relations
3	Determine the place of public relations within the organization.
4	Explains types of researches in the field of public relations.
5	Explain the management process in public relations.

### Programme Outcomes (Office Management and Executive Assistantship)

1	The ability of using information and communication tools and the other vocational tools and techniques.
2	The ability of planning and applying vocational process.
3	The ability of communicating in foreign language.
4	The ability of vocational self-confidence.
5	The ability of entrepreneurship.
6	The ability of using theoretical field information at the practice.
7	The ability of managing a process that provides the needs.
8	The ability of working in groups including interdisciplinary.
9	The ability of defining problems and solving them in vocational practice.
10	The awareness of vocational ethic and responsibility.
11	The awareness of necessity of life-long learning and the ability to make come true this.
12	The ability of having information about sectoral problems.
13	The ability of understanding vocational legal regulation and applying.
14	The ability of having an effective communication.
15	Social, cultural and social responsibilities of the grip, and the ability to apply to adopt.

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

	L1	L2	L3	L4	L5
P6	4	4			4
P15			4	4	

