



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|--|------------|--|---|----------------------------------|---|------------|---|
| Course Title | | Public Relations at Management | | | | | | | |
| Course Code | | HAT156 | | Course Level | | Short Cycle (Associate's Degree) | | | |
| ECTS Credit | 2 | Workload | 50 (Hours) | Theory | 2 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | | To teach management functions of Public Relations department. To give information about strategic management and public relations management. To inform students about the functions and organization of public relations units. To explain the roles of public relations in dialogue and bridging and the importance of these roles in the management process. | | | | | | | |
| Course Content | | Public Relations and Management, Public Relations and Management from the Perspective of System Theory, Strategy, Strategic Management Process, Strategic Thinking, Positioning Approach, Resource Based Approach, Strategic Management and Public Relations Management, Strategic Management, Vision and Mission, Strategic Public Relations Applications, Strategic Management Levels, Strategic Public Relations Process, Functions and Organization of Public Relations Units, Research and Analysis, Strategy and Tactics, Application and Evaluation | | | | | | | |
| 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

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| 1 | Bir PR'cının Meslek Anıları -Notlar ve Değerlendirmelerle-, Asna, A., İstanbul, 2004. |
| 2 | Etkinlik Yönetimi, Pıra, A., İstanbul, 2004. |
| 3 | Stratejik Halkla İlişkiler Yönetimi, Göksel, A., Ankara, 2010. |

| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|--|
| 1 | Theoretical | Businesses of Public Relations, 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 | Organizational Culture in Public Place |
| 6 | Theoretical | The Role of Effective Communication in Public Relations |
| 7 | Theoretical | Corporate Identity, Corporate Image and Corporate Reputation |
| 8 | Intermediate Exam | Midterm Exam |
| 9 | Theoretical | Public Relations and Management from the Perspective of System Theory |
| 10 | Theoretical | Place of Public Relations General Organization Units |
| 11 | Theoretical | Organizational Structure of Public Relations Department: Missions of Public Relations Department |
| 12 | Theoretical | Target Group in Public Relations |
| 13 | Theoretical | Communication Tools in Public Relations |
| 14 | Theoretical | Effective Presentation Techniques in Public Relations |
| 15 | Theoretical | Strategic Management and Public Relations / Public Relations Practices in Turkey |
| 16 | Final Exam | Final Exam |
| 17 | Final Exam | Final Exam |



Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|--|----------|-------------|----------|----------------|
| Lecture - Theory | 14 | 0 | 2 | 28 |
| Midterm Examination | 1 | 9 | 1 | 10 |
| Final Examination | 1 | 11 | 1 | 12 |
| Total Workload (Hours) | | | | 50 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 2 |
| *25 hour workload is accepted as 1 ECTS | | | | |

Learning Outcomes

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| 1 | To be able to comprehend the emergence of public relations, the necessity to understand and recognize its functions. |
| 2 | To be able to become familiar with the concepts and disciplines supporting public relations. |
| 3 | To be able to have the knowledge of communication, internal communication, media management and event design. |
| 4 | To be able to assume management functions of public relations departments. |
| 5 | To be able to define internal and external communication, written and visual design tools. |

Programme Outcomes (Marketing)

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| 1 | To be able to Utilize the theoretical information they have acquired in applications and practices |
| 2 | To be able to manage a process effectively to meet the demands |
| 3 | To be able to work in a group cooperatively, even if the work requires the involvement of team members from interdisciplines |
| 4 | To be able to Identify vocational problems and resolve them effectively |
| 5 | To be able to comply with occupational ethics and sense of responsibility |
| 6 | To be able to access and assess sectoral problems |
| 7 | To be able to be aware of legal regulations, and comply with them |
| 8 | To be able to develop the skill of effective Communicating |
| 9 | To be able to utilize communication and information technologies, as well as other technologies and equipment |
| 10 | To be able to plan and carry out vocational processes |
| 11 | To be able to display their vocational self-confidence at work place and develop the skill of having entrepreneurship personality |
| 12 | To be able comprehend, appreciate and comply with cultural and social responsibilities |
| 13 | To be able to develop an awareness for the need for life long learning |
| 14 | To be able to follow national and international contemporary issues |
| 15 | To be able to become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms |

