



AYDIN ADNAN MENDERES UNIVERSITY
BOZDOĞAN VOCATIONAL SCHOOL
MARKETING AND ADVERTISING
MARKETING
COURSE INFORMATION FORM

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)	Ins. Aydan BAŞÇALIŞKAN DEVLİ								

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Bir PR'cının Meslek Anıları -Notlar ve Değerlendirmelerle-, Asna, A., İstanbul, 2004.
2	Etkinlik Yönetimi, Pira, 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

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)

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

