AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Public Relations I								
Course Code	HAT103		Couse Level		Short Cycle (Associate's Degree)				
ECTS Credit	4	Workload	100 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	To explain the basic concepts of public relations and to make general presentation of the field. To explain the differences between public relations and propaganda, advertising and marketing. The historical development of public relations in the world and in Turkey, the relationship model, to provide information about the nature of the public relations staff.								
Course Content	The Concept of Public Relations, Public Relations Practice Areas, Public Relations Other Sciences (Communication), Marketing - Advertising - Propaganda, Public Opinion - Lobbying - Behavioral Sciences, Basic Principles of Public Relations, Public Relations Recognition and Promotion Methods, Public Relations Organization, Public Relations Management , Corporate Image and Corporate Identity, Public Relations Unit in the organization, in-house and out-of-Public Relations Agency.								
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	60

Recommended or Required Reading	
1	Halkla İlişkiler Kampanyaları, Aydede, C., İstanbul, 2001.
2	Teoride ve Pratikte Halkla İlişkiler, Erdoğan, İ., Ankara, 2005.
3	Halkla İlişkiler Nedir?, Peltekoğlu Balta F., İstanbul, 2006.
4	Kuramda ve Uygulamada Halkla İlişkiler, Alaeddin, A., İstanbul, 2012.
5	“Karşılaştırmalı Bir Yaklaşımla Kamu Yönetimi ve Özel Sektörde Halkla İlişkiler”, Metin, H; Altunok, M., Kocaeli Üniversitesi, Sosyal Bilimler Enstitüsü Dergisi (3) 2002/1:79-99.

Week	Weekly Detailed Course Contents	
2	Theoretical	Public Relations Concept
3	Theoretical	Public Relations Practice Areas
4	Theoretical	Development of Public Relations and Models of Public Relations
5	Theoretical	Public Relations Nearby Concepts: Marketing - Advertising - Propaganda - Lobbying - Announcement
6	Theoretical	Basic Principles of Public Relations
7	Theoretical	Promotion and Recognition Methods in Public Relations
8	Intermediate Exam	Midterm Exam
9	Theoretical	Social Responsibility, Social Entrepreneurship
10	Theoretical	Public Relations Management and Communication, Organizational Structure of Public Relations
11	Theoretical	Corporate Image and Corporate Identity
12	Theoretical	In-Corporation Public Relations - Non-Corporation Public Relations
13	Theoretical	Case Studies
14	Theoretical	Case Studies
15	Theoretical	Case Studies
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56

Assignment	2	7	3	20
Midterm Examination	1	10	1	11
Final Examination	1	12	1	13
			Total Workload (Hours)	100
			[Total Workload (Hours) / 25*] = **ECTS**	4
**25 hour workload is accepted as 1 ECTS*				

Learning Outcomes	
1	To be able to possess the basic knowledge and skills on the tasks of public relations.
2	To be able to comprehend the organization, its place in the public relations department.
3	To be able to analyze different areas such as public relations, marketing, advertising, propaganda, lobbying and sales promotion
4	To be able to possess knowledge of the fields of public relations practice.
5	To be able to gain competency in the basic principles of public relations.

Programme Outcomes *(Public Relations and Publicity)*	
1	To be able to possess 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	To be able to own an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisiplinary property of the communication field.
3	To be able to possess a competence to carry the accumulation of the interdisiplinary knowlenge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaings and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

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

	L1	L2	L3	L4	L5
P1	5	5	5	5	5
P2	3	5	4	3	3
P3	5	5	5	4	4
P4	1	1	1	1	1
P5	1	1	1	1	1
P6	2	2	2	3	3
P7	5	4	5	5	5
P8	5	4	5	5	5
P9	3	3	3	3	2