AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Public Relations II								
Course Code	HAT104		Couse Level		Short Cycle (Associate's Degree)				
ECTS Credit	4	Workload	100 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	Emphasize the importance of public relations for business management. Examining the application areas of public relations in detail. To provide students with the public relations models with examples to provide the necessary infrastructure for a successful public relations practice.								
Course Content	Tools Used in Public Relations Studies, Factors Affecting the Selection of Vehicles, Qualifications of Public Relations Specialist; Corporate Public Relations, Public Relations Application Areas (Consultancy, Media Relations, Internal Communication, Image Management, Crisis Communication, Reputation Management, Lobbying, Financial Public Relations, Marketing Communication, Corporate Social Responsibility, Sponsorship, Corporate Advertising, Problem Management, International Public Relations, Public Diplomacy, Interactive Public Relations, Political Communication, Organization of Public Relations Studies, Image, Social Responsibility, Social Entrepreneurship, Corporate DNA and Reputation Management, Public Relations / Communication Campaign Types and Models, Public Relations from the Perspective of Mass Communication Theories: Two-Stage Flow Theory, Agenda Determination Theory, Silence Spiral Theory								
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	Gönül Budak, Gülay Budak (2014); İmaj Mühendisliği Vizyonundan Halkla İlişkiler, Nobel Yayınevi.
2	Prof. Dr. Ayla Okay , Prof. Dr. Aydemir Okay (2013); Halkla İlişkiler ve Medya, Derin Yayınları.
3	Halkla İlişkiler Nedir? Peltekoğlu, F., İstanbul, 2012.
4	Teoride ve Pratikte Halkla İlişkiler, Erdoğan, İ., Ankara, 2005.

Week	Weekly Detailed Course Contents	
1	Theoretical	Tools for Public Relations Studies, Factors Affecting Selection of Tools
2	Theoretical	Qualifications of Public Relations Specialist; Institutional Public Relations (Internal and external public relations, organization and management in public relations agencies, strategic public relations consultancy)
3	Theoretical	Application Areas of Public Relations (Consultancy, Media Relations, Internal Communication, Image Management, Crisis Communication, Reputation Management, Lobbying)
4	Theoretical	Practice Areas of Public Relations (Financial Public Relations, Marketing Communication (MPR, Corporate Social Responsibility (CSR), Sponsorship)
5	Theoretical	Areas of Application of Public Relations (Corporate Advertising, Problem Management, International Public Relations)
6	Theoretical	Practice Areas of Public Relations (Public Diplomacy, Interactive Public Relations, Political Communication)
7	Theoretical	Organisation of Public Relations Studies, Evaluation and Assessment Methods of Public Relations Studies
8	Intermediate Exam	Midterm Exam
9	Theoretical	Image, Social Responsibility, Social Entrepreneurship, Corporate DNA and Reputation Management
10	Theoretical	Special Public Relations Practices
11	Theoretical	Public Relations / Communication Campaign Types and Models

12	Theoretical	An Overview of Public Relations in terms of Mass Communication Theories: Two-Stage Flow Theory, Agenda Setting Theory, Silence Spiral Theory
13	Theoretical	Public Relations Projects
14	Theoretical	Public Relations Projects
15	Theoretical	Public Relations Projects
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	4	5	1	24
Midterm Examination	1	8	1	9
Final Examination	1	10	1	11
			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 comprehend the basic characteristics of public relations specialist.
2	To be able to explain the basic concepts of public relations.
3	To be able to understand the difference between public relations and similar concepts.
4	To be able to learn activities of public relations department.
5	To be able to explain the application areas such as reputation management of public relations, integrated marketing communication, crisis management in theory and practice.

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	4	3	3	3	3
P2	3	3	3	3	3
P3	4	4	4	4	4
P4	2	2	3	3	3
P5	1	1	2	2	2
P6	2	2	3	3	3
P7	3	3	3	3	3
P8	3	3	4	4	4
P9	2	2	2	2	2