



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Perception Management							
Course Code		HAT215		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To provide students with a general understanding of perception management strategies and practices, which is one of the most important areas of public relations.							
Course Content		Communication: Contextual Framework, Symmetric and Asymmetric Communication, Perception and Types, Perception Management, Organizational Perception Management Components: Image Reputation, Ethics, Trust, Financial Performance, Organizational Design, Organizational Vision, Organizational Leadership, Organizational Behavior, Relationship Between Perception Management Components							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study, Problem Solving					
Name of Lecturer(s)		Lec. Nurdanur TAVLAN SOYDAN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Tutar, Hasan (2008); Simetrik ve Asimetrik İletişim Bağlamında Örgütsel Algılama Yönetimi, Seçkin Yayıncılık, Ankara.
2	Karabulut, Bilal (2014). Algi Yönetimi, Alfa Yayıncılık.

Week	Weekly Detailed Course Contents	
1	Theoretical	Communication: Contextual Framework, Symmetric and Asymmetric Communication, Concept of Perception and Types of Perception
2	Theoretical	Concept of Perception Management, Mind Control, Subliminal Messages and Depths of Perception
3	Theoretical	Basic Principles of Perception Management, Perception Theories
4	Theoretical	Corporate Communication and Perception Management
5	Theoretical	Örgütsel Algılama Yönetimi Bileşenleri: İmaj, İtibar, Etik, Güven, Finansal Performans, Örgütsel Tasarım, Örgütsel Vizyon, Örgütsel Liderlik, Örgütsel Davranış
6	Theoretical	Image Management And Perception Management
7	Theoretical	Propaganda, Public Diplomacy And Soft And Hard Power
8	Intermediate Exam	Midterm Exam
9	Theoretical	Different Dimensions in Perception Management and Political Communication: Social Engineering and Political Management
10	Theoretical	Emergence of Lobbying in Perception Management: Case Studies on the Relationship Between Lobbying and Perception Management
11	Theoretical	Perception Management in the Axis of Contemporary Public Relations
12	Theoretical	Campaign Management And Perception Management
13	Theoretical	Advertising Campaigns And Perception Management
14	Theoretical	Industrial Media and Social Media in Perception Management



15	Theoretical	New Trends and Developments in Perception Management
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
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 meaning and function of perception management.
2	To comprehend the importance of perception management in contemporary public relations.
3	To be able to make institutional analysis for perception management.
4	To obtain detailed information about corporate identity, corporate image and reputation, trust, corporate appeal and the scope of crisis perception.
5	Learning how to apply strategic perception management.

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 interdisciplinary property of the communication field.
3	To be able to possess a competence to carry the accumulation of the interdisciplinary knowledge 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/campaigns 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	2	3	3	4	3
P2	3	3	3	4	3
P3	3	3	4	4	3
P4	3	3	4	4	3
P5	4	2	3	4	3
P6	3	3	3	4	3
P7	3	3	3	3	3
P8	3	2	4	3	3
P9	3	3	4	3	3

