



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations at Management							
Course Code		HAT156		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (<i>Hours</i>)	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

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

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

