



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations Practices							
Course Code		HAT201		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	6	Workload	156 ( <i>Hours</i> )	Theory	2	Practice	1	Laboratory	0
Objectives of the Course		To be able to teach the methods of PR project design to students. To be able to provide basic information about the rules and principles to be followed in preparing the project.							
Course Content		Introduction to the project, Situation Analysis Phase, Planning Stages, Stages of Measurement and Evaluation, Implementation Techniques for Your Target Audience and Media							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study, Individual Study					
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	From Theory to Practice Public Relations Projects, Yurdakul, B.N., İzmir, 2009.
2	Public Relations Campaigns, Aydede, C., İstanbul, 2001.
3	Theory and Practice of Public Relations, Erdoğan, İ., Ankara, 2005.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Public Relations Projects
2	Theoretical	Situation Analysis Stage
3	Theoretical	Situation Analysis Stage
4	Theoretical	Planning Stage
5	Theoretical	Meeting of Planning Stage
6	Theoretical	Audience and Media Techniques
7	Theoretical	Audience and Media Techniques
8	Intermediate Exam	Midterm Exam
9	Intermediate Exam	Midterm Exam
10	Practice	Implementation Stage
11	Practice	Implementation Stage
12	Practice	Meeting of implementation stage
13	Practice	Budgeting Stage
14	Practice	Measurement and Evaluation Stage
15	Practice	Measurement and Evaluation Stage
16	Final Exam	Final Exam
17	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	3	2	65
Lecture - Practice	6	3	1	24
Assignment	2	8	1	18
Term Project	1	25	1	26
Midterm Examination	1	10	1	11



Final Examination	1	10	2	12
Total Workload (Hours)				156
[Total Workload (Hours) / 25*] = ECTS				6
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	To be able to define the concept of project and to associate the project with the public relations field.
2	To be able to define public relations projects and development.
3	To be able to master the stages of project preparation in public relations.
4	To be able to define, manage and analyze the project design process in public relations.
5	To be able to apply the project draft and models in 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 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	3	3	3	3	3
P2	3	5	5	3	5
P3	3	5	5	3	5
P4	3	5	5	3	5
P5	3	2	2	3	2
P6	3	2	3	3	2
P7	3	5	5	4	5
P8	3	5	5	4	5
P9	3	5	4	4	4

