



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Information Techniques of Public Relations							
Course Code		HAT203		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To be able to promote tools used in the media to the profession of public relations. To be able to provide information on the mass media.							
Course Content		Public Relations and Technology, Information Technologies, Mass Media, Differences Between Traditional Media and Social Media, Press Release, Interview, Brochure, Newspaper, Magazine, Book, Handbook, Press Kit, Flyer, Annual, Invitation, Reminder Note, Effective Presentation Techniques, Preparation for Press Meetings and Press Visits; Product Promotion Bulletins; Corporate Activity Bulletins; Social Content Bulletins; advertorial; Studies in Crisis Periods, Stand Preparation Applications, File Creation by Clipping Compilation, Image Engineering, Corporate DNA, Social Responsibility, Crisis Communication, Virtual Public Relations, Reputation Management, Social Entrepreneurship							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study, Project Based Study, Individual Study					
Name of Lecturer(s)		Ins. Aydan BAŞÇALIŞKAN DEVLİ							

Assessment Methods and Criteria

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

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	Kuramda ve Uygulamada Halkla İlişkiler, Alaeddin, A., İstanbul, 2012.
4	Halkla İlişkiler Nedir?, Peltekoğlu Balta F., İstanbul, 2006.
5	Küresel Dünyada Gelişen İnternet ve Değişen Halkla İlişkiler, Ayhan, B., G.Ü. İletişim Dergisi, Ankara, 2000/8.

Week	Weekly Detailed Course Contents	
1	Theoretical	Public Relations and Technology, Classification of Media and Tools Used in Public Relations Applications
2	Theoretical	Introduction to Information Technologies, Written and Printed Tools; Theoretical Information And Case Studies On Issues Such As Press Announcement, Invitation And Letter Writing, Poster And Brochure Preparation
3	Theoretical	Written and Printed Tools; Press Release Sample Review, Invitation and Letter Sample Writing
4	Theoretical	Written and Printed Tools; Poster Review, Competitions, Fairs, Meetings, Meetings, Scientific Meetings
5	Theoretical	Written and Printed Tools; Examining Brochure and Magazine Samples. Explaining the basic features of the journal.
6	Theoretical	Audiovisual Tools: Issues to be Considered in the Use of Media such as Television, Radio and Cinema in Public Relations Studies
7	Theoretical	Activities and Organizations: Preparation and Stages of Meetings and Scientific Meetings
8	Intermediate Exam	Midterm Exam
9	Theoretical	Corporate DNA and Communication Management
10	Theoretical	Methods of Establishing Relationship with the Media: Preparing a Press Conference and its Stages
11	Theoretical	Media Relations: Press Invitations and Trips, Press Kit, Interview



12	Theoretical	Information Methods in Public Relations: Presentation of Material Prepared by a Specific Subject by Student Groups
13	Theoretical	Information Methods in Public Relations: Presentation of Material Prepared by a Specific Subject by Student Groups
14	Theoretical	Information Methods in Public Relations: Presentation of Material Prepared by a Specific Subject by Student Groups
15	Theoretical	Information Methods in Public Relations: Presentation of Material Prepared by a Specific Subject by Student Groups
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Lecture - Practice	1	6	1	7
Midterm Examination	1	17	1	18
Final Examination	1	18	1	19
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To have information about information methods and techniques.
2	To be able to apply the written and printed tools used in public relations in theory and practice.
3	To be able to produce written, auditory and visual products by understanding public relations texts.
4	To be able to group the mass media used in Public Relations according to the characteristics of the target audience.
5	To have the competence to make edited and redacted written texts.

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	4	4	3	3
P2	4	4	4	3	2
P3	3	4	4	3	3
P4	3	3	3	4	3
P5	3	3	3	4	3
P6	5	5	5	4	2
P7	3	3	3	4	2
P8	4	3	3	2	3
P9	1	1	1	2	2

