



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Project For Public Relations Practice							
Course Code		HAT202		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	5	Workload	122 (<i>Hours</i>)	Theory	0	Practice	3	Laboratory	0
Objectives of the Course		To make students prepare projects about public relations. To prepare a suitable environment for students to produce public relations projects. To encourage students to prepare creative projects by showing examples of public relations campaigns.							
Course Content		What is a project? Project Concept and Historical Development, Planning Stages, Measurement and Evaluation Stages, Target Audience Analysis, Determination of Objectives and Targets, Determination of Creative Strategy, Formation of Message Strategy							
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)		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, N. B., Coşkun, G., Ankara, 2008.
2	Public Relations Campaigns, Aydede, C., İstanbul, 2001.
3	Theory and Practice of Public Relations, Alaeddin, A., İstanbul, 2012.

Week	Weekly Detailed Course Contents	
1	Practice	What is a project? Project Concept and Historical Development
2	Practice	Meeting Briefs
3	Practice	Situation Analysis Discussion Meeting
4	Practice	Planning Stage
5	Practice	Planning Stage Discussion Meeting
6	Practice	Target Audience and Media Techniques Application
7	Practice	Term Paper Process Evaluation
8	Intermediate Exam	Midterm Exam
9	Intermediate Exam	Midterm Exam
10	Practice	Axiom - Implementation Stage
11	Practice	Axiom - Implementation Stage
12	Practice	Axiom - Implementation Stage
13	Practice	Budgeting Stage
14	Practice	Measurement and Evaluation Stage
15	Practice	Project Delivery
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Practice	13	4	3	91
Term Project	1	8	2	10
Project	1	10	3	13
Midterm Examination	1	2	1	3



Final Examination	1	4	1	5
Total Workload (Hours)				122
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to prepare effective studies by learning public relations project strategies.
2	To be able to realize all stages of public relations projects and to present them as reports.
3	To be able to make public relations project evaluation.
4	To be able to make presentation of public relations project.
5	To be able to establish the connection between public relations and strategic communication campaigns as a management function.

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

