



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations							
Course Code		İŞT209		Course 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 introduce the concepts, theories and principles related to the people to the students.							
Course Content		In-depth discussions aimed at establishing the necessary infrastructure for the implementation of successful peoples relations focus on defining goals, defining goals, identifying appropriate messages, choosing the right channels, and evaluating the results; ethical decision-making process and career opportunities							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Case Study					
Name of Lecturer(s)		Ins. Ali Kemali ÖZUĞUR, Lec. Aylin DİLEK							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	İşletmelerde Halkla İlişkiler, Zeyyat Sabuncuoğlu, Alfa Aktüel
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Week	Weekly Detailed Course Contents	
1	Theoretical	Public Relations Concept
2	Theoretical	Concepts Related to Public Relations
3	Theoretical	Public Relations and Human Relations
4	Theoretical	Public relations and advertising
5	Theoretical	Public Relations and Propaganda
6	Theoretical	Public Relations and Communication
7	Theoretical	Use of Public Relations Tools
8	Theoretical	Methods and Principle Principles
9	Intermediate Exam	midterm
10	Theoretical	Data collecting
11	Theoretical	Planning, Evaluation of Results
12	Theoretical	Planning, Evaluation of Results
13	Theoretical	Publicly Used Vehicles
14	Theoretical	Publicly Used Vehicles
15	Theoretical	Progress of Public Relations Activities
16	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	0	2	26
Lecture - Practice	6	0	1	6
Assignment	10	0	1	10
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 concepts related to public relations
2	Defining the aims of public relations
3	Determine the place of public relations within the organization.
4	Explains types of researches in the field of public relations.
5	Explain the management process in public relations.

Programme Outcomes (*Olive Cultivation and Olive Processing Technology*)

1	To be able to identify olive, soil and water and to having knowledge these
2	To be able to comprehend knowledge botany and fruit growing
3	To be able to comprehend table olive technology and to apply
4	To be able to comprehend knowledge basic biochemistry and olive oil chemistry and to have olive oil with modern and traditional systems, to have knowledge olive oil refinery, basic process and to have apply olive oil extraction
5	To be able to preserve olive and olive products in appropriate condition
6	To be able to comprehend growing olive plant with necessary agricultural methods and to have general maintenance of olive tree
7	To be able to evaluate olive by-products
8	To be able to comprehend knowledge about vegetable genetic
9	To be able to comprehend knowledge occupational safety and have apply first aid
10	To be able to apply necessary laboratory analysis in olive and olive products production
11	To be able to apply hygiene and sanitation rules in factory
12	To be able to comprehend knowledge of professional ethics and responsibility
13	To be able to comprehend knowledge marketing of olive products and to have olive management
14	To be able to communicate verbally and literally
15	To be able to comprehend planning olive growing and production area
16	To be able to comprehend knowledge vegetable ecology and protection of environment

