



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations I							
Course Code		HİT103		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	5	Workload	79 (Hours)	Theory	3	Practice	1	Laboratory	0
Objectives of the Course		It aims to improve the writing skills of students and to promote the public relations field.							
Course Content		Basic concepts, historical development, theories of public relations, public relations practices, propaganda, press releases, public relations and other disciplines, crisis management, perception management, reputation management							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	1. İşletmelerde Halkla İlişkiler, Zeyyat SABUNCUOĞLU, Aktüel Yayınları, 2007.
2	2. İşletmelerde Halkla İlişkiler, Öztürk Yüksel, Seçkin Yayıncılık, 2004.
3	3. Halkla İlişkiler, Yüksel Ertekin, Yargı Yayınevi, Ankara, 2000.

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition and historical development of public relations
2	Theoretical	Close to the concepts of public relations (promotion, human relations,
3	Theoretical	Concepts to Public Relations (Marketing and Advertising)
4	Theoretical	Close to the concepts of public relations (corporate advertising)
5	Theoretical	Close to the concepts of public relations (lobbying)
6	Theoretical	The objects that are followed in Public Relations ,the reasons that reveal the need for public relations
7	Theoretical	The activities of the public relations department in businesses, public relations specialists and the features that should be present in public relations specialists and their workplaces
8	Theoretical	The role of effective communication in public relations
9	Theoretical	The organization of public relations, public relations manager responsibilities in Business
10	Theoretical	Development of Public Relations in Business Programme, data collection methods
11	Theoretical	Public relations planning, types of planning
12	Theoretical	Public relations planning, execution and control
13	Theoretical	The target group in Public Relations inside/outside organization
14	Theoretical	The target group in Public Relations inside/outside organization

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Lecture - Practice	14	0	1	14
Term Project	1	1	0	1
Midterm Examination	1	3	1	4
Final Examination	1	3	1	4
Total Workload (Hours)				79
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	to introduce requirements of expertise in public relation
2	The functions which apply to Public Relations in organizations
3	to indicate the principles and rules which apply to Public Relations in organizations
4	to determine the PR activities
5	To be able to discuss various theories in relation to public relations

Programme Outcomes (*Tourism and Hotel Management*)

1	To be able to use a second foreign language at intermediate level
2	To have the ability to use information technologies in the field at a good level.
3	Competence in human relations and behaviors required by tourism industry.
4	To be able to dominate the issues of entrepreneurship and business establishment procedures in the field of accommodation management
5	To have the knowledge and skills required by the profession
6	To have information about equipment and equipment used in accommodation establishments

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				
P2	2				
P3	4	3	3	4	4
P4	4	3	3	5	4
P5	2				

