



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations in Organization							
Course Code		THM101		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	98 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Public Relations of the work related to activity of the institutions and organizations that provide information about the content and system, gain abilities and enhance students' personal communication skills.							
Course Content		Definition, importance and historical development of public relations, concepts close to public relations, concepts close to public relations, social Responsibility, total quality management, organizational culture and public relations, effective communication in public relations, basic principles and objectives in public relations, organizational image in public relations, identity and reputation relations, organization of public relations department, planning and management in public relations, target audience in public relations, communication tools in public relations, ethics in public relations, effective presentation techniques and body language in public relations, successful public relations practices in Turkey, successful in the world public relations applications							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study, Project Based Study, Individual Study, Problem Solving					
Name of Lecturer(s)		Ins. Anila POLAT							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	40
Assignment	1	20

### Recommended or Required Reading

1	Sabuncuoğlu, Z. (2010) İşletmelerde Halkla İlişkiler, Alfa Aktüel, Bursa
2	Çamdereli, M., Okay, A., Karadoğan E. (2003) , Halka İlişkiler Kitabı, İstanbul Üniversitesi, İletişim Fakültesi Yayınları, İstanbul
3	TENGİLİMOĞLU, DİLAVER; ÖZTÜRK, YÜKSEL. İşletmelerde Halkla İlişkiler. Seçkin Yayıncılık, 2011.

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of Public Relations, its importance and historical development
2	Theoretical	Concepts close to public relations
3	Theoretical	Social responsibility, total quality management, organizational culture and public relations
4	Theoretical	Effective communication in public relations
5	Theoretical	Basic principles and objectives in public relations
6	Theoretical	Organizational image, identity and reputation relations in public relations
7	Theoretical	Organization of the public relations department
8	Intermediate Exam	Midterm Exam
9	Theoretical	Planning and management in public relations
10	Theoretical	Target audience in public relations
11	Theoretical	Communication tools in public relations
12	Theoretical	Ethics in public relations
13	Theoretical	Effective presentation techniques and body language in public relations
14	Theoretical	Successful public relations practices in Turkey
15	Theoretical	Successful public relations practices in the world
16	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	1	3	60
Assignment	1	15	1	16



Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				98
[Total Workload (Hours) / 25*] = ECTS				4

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Defines the aims of the public relations program.
2	Defines the principles to be considered in the preparation of the public relations program.
3	Prepares public relations programs to create a business image and to establish a positive communication between the business and its target audience.
4	Interprets Public Relations programs made in organization
5	Can apply the learned knowledge in their studies.

### Programme Outcomes (Tourism and Travel Services)

1	Tourism, natural, cultural, historical and social environment to be aware of the relationship.
2	To be able to use a second foreign language at intermediate level.
3	To have the ability to use information technologies in the field at a good level.
4	To have the knowledge and skills required by the profession.
5	To have knowledge about national and global travel destinations, motivations and movements.
6	To have information about countries and cultures.
7	Mastering the automation systems used in travel management
8	To have the technical knowledge about travel agency and ticketing.

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

