



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations							
Course Code		PMP206		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to present the company in important activities is one of the areas the public to transfer the concepts of relationships, public relations, to explain the manner of operation of the operation and providing basic information contained in the public relations profession, to raise awareness the students about the importance of increasing corporate activity.							
Course Content		public relations in general in the course content theories and models, the importance of public relations, objectives, applications, basic principles, tools and techniques, recognition and identification processes, internal and external public relations, target audience, the structure of public relations departments and agencies, research , planning, implementation, and evaluation processes.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	İşletmelerde Halkla İlişkiler
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Week	Weekly Detailed Course Contents	
1	Theoretical	The concept of public relations, various definitions of public relations
2	Theoretical	The history of public relations
3	Theoretical	concepts close to PR
4	Theoretical	The objectives of public relations, principles of public relations
5	Theoretical	Public relations ethics
6	Theoretical	The organization of public relations
7	Theoretical	Public audiences in relations
8	Intermediate Exam	Midterm
9	Theoretical	Public relations expert's qualifications
10	Theoretical	The duties of the public relations office
11	Theoretical	Public relations management; Stages of public relations, research and planning
12	Theoretical	Stages of public relations: implementation, evaluation
13	Theoretical	Public relations and media
14	Theoretical	communication tools used in public relations
15	Theoretical	General evaluation



**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	2	5	0	10
Individual Work	5	2	0	10
Midterm Examination	1	14	1	15
Final Examination	1	11	1	12
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	
2	
3	
4	
5	

**Programme Outcomes (Marketing)**

1	Ability to use the theoretical information in the application
2	A process in order to meet the requirements of managing skills
3	Ability to work in interdisciplinary teams, including
4	Define and solve problems in professional practice
5	Professional ethics and responsibility
6	The ability to learn about sector problems
7	To understand the legal regulations and practices
8	Effective communication skills
9	Knowledge and use professional tools and techniques with other communication technology tools Ability
10	Career planning processes and practices
11	Vocational and entrepreneurial skills for self-reliance
12	Cultural and social responsibilities, understanding, adoption and application skills
13	Awareness of the necessity of lifelong learning and its ability to perform
14	To follow national and international contemporary issues
15	Ataturk's principles and be sensitive to the Revolution, to use the Turkish language correctly, have the ability to understand unfamiliar terms on the basis of official correspondence and make space

**Contribution of Learning Outcomes to Programme Outcomes** 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4
P1	5	5	5	5
P2	5	5	5	5
P3	5	5	5	5
P4	5	5	5	5

