



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations							
Course Code		IYO155		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Learning the development relations in internal and external environment for business organizations on truth , honesty persuasiveness and reciprocity principles. Learning methods and tools of Public Relations (PR) and communication.							
Course Content		Public relations will be learned as a business function and communication and concepts, methods, tools will be related as a tool of PR.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Assoc. Prof. Bahar GÜRDİN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	SEZGİN Murat, Halkla İlişkiler/Meslek Yüksek Okulları İçin, Yücedemdy Yayınları, Ankara, 2007.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Public Relations (PR) and communication concepts
	Preparation Work	Related chapters in the course book
2	Theoretical	Development, reasons and necessity of PR
	Preparation Work	Related chapters in the course book
3	Theoretical	PR function and organization in business
	Preparation Work	Related chapters in the course book
4	Theoretical	PR process
	Preparation Work	Related chapters in the course book
5	Theoretical	Communication methods in PR
	Preparation Work	Related chapters in the course book
6	Theoretical	Communication methods in PR
	Preparation Work	Related chapters in the course book
7	Theoretical	Communication tools in PR
	Preparation Work	Related chapters in the course book
8	Theoretical	Communication tools in PR
	Preparation Work	Related chapters in the course book
9	Intermediate Exam	Midterm Exam
10	Theoretical	Corporate image and identity creation / development in businesses
	Preparation Work	Related chapters in the course book
11	Theoretical	The importance of Public Relations in terms of solving the organizational identity problems in businesses.
	Preparation Work	Related chapters in the course book
12	Theoretical	Internal PR
	Preparation Work	Related chapters in the course book
13	Theoretical	PR and communication applications
	Preparation Work	Related chapters in the course book
14	Theoretical	PR and communication applications
	Preparation Work	Related chapters in the course book
15	Final Exam	Final Exam



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	14	1	15
Final Examination	1	17	1	18
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Understanding PR and communication concepts
2	Understanding the importance of PR and communication
3	Understanding and analysing the relations between business organization and social structures
4	Creating PR and communication policy
5	To learn responsibilities in public relations area

Programme Outcomes (Cooperatives)

1	Define the problems at micro and macro levels in cooperatives area and gain the ability of solution
2	Gain the ability of applying accounting transactions in cooperatives and Gain the ability of get and comment of datas in cooperatives area
3	Gain the ability of executing establishment and functioning of cooperatives and top organizations independently
4	Gain the ability of create solidarity culture and communication so they can fulfill duties and responsibilities
5	Gain the ability of applying the knowledges about economics, business, law and communication on cooperatives areas.
6	Gain the ability of watching, global, international and local cooperatives acts and improvements

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	4	4	4	4
P2	3	3	3	3	2
P3	2	2	2	2	3
P4	3	4	4	4	4
P5	4	2	2	2	2
P6	2	5	1	4	3

