



## 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*] = <b>ECTS</b>				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 (Business Administration Management)**

1	Use the economical information obtained in micro and macro scale, in their occupational lives.
2	Use information and communication technologies at the level required by their field.
3	Manage business finance, analyze business financial situation, and solve financial problems.
4	Gain management skill by managing and enhancing human resource effectively in accordance with business aims
5	Understand production and marketing functions as a whole, have proficiency in applying new production and marketing techniques.
6	Have proficiency in calculating cost, making entry, preparing and interpreting financial statements
7	Have proficiency in using business management function and applying and following new management techniques
8	Have proficiency for performing legal responsibilities of business, following and applying legislation
9	Have proficiency in following and applying vocational current and economic developments in national and international area.
10	Take responsibilities as a team member when dealing with issues and problems encountered in practice
11	Have the ability to use the computer and the required packaged software
12	Have the professional ethics in business life and business relations

**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	3	2	1	1	1
P2	2	5	2	3	2
P3	1	1	1	1	1
P4	3	5	5	5	5
P5	3	3	3	3	3
P6	1	1	1	1	1
P7	3	4	5	5	5
P8	3	3	4	3	4
P9	1	1	1	3	1
P10	2	3	3	2	3
P11	1	2	1	1	1
P12	3	3	5	3	5

