



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations							
Course Code		IYO155		Couese 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.
---	--

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 (Local Authorities)**

1	They can be informed in the field of management and follow up improvements in Turkey and the world in the field of local government.
2	They have qualification of solving problems in the local level with following economic and social events up.
3	They will have basic theoretical knowledge to comment with following Turkey's and The World's' current political problems up.
4	They will gain the ability of research independently and presenting in the field of Local Government with have basic information about research methods.
5	They will understand the relevant legal texts, interpret, and set up the relationship problems
6	They will be informed about constitution, fundamental rights and freedom, civil service law, public law legislation and professional ethic.
7	They will use information technologies, documents management, archiving and reporting.

**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	4	4	4	5
P2	4	3	3	3	5
P3	2	2	3	3	4
P4	2	3	2	2	4
P5	2	3	3	2	4
P6	1	2	2	2	3
P7	2	3	1	2	3

