



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations In The Logistics Sector							
Course Code		LGT274		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	76 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Explaining the importance of public relations and communication in the logistics sector;giving information about the concept of public opinion, public relations and target group and practices of public relations in crisis periods.							
Course Content		The importance of public relations and communication in the logistics sector; the concept of public opinion, public relations and target group and practices of public relations in crisis periods.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)		Ins. Ayşenur ÖREN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Zeyyat Sabuncuoğlu (2008). Halkla İlişkiler, 9. Baskı, Alfa Aktüel Yay. Bursa.
2	Halkla ilişkiler ve iletişimle ilgili süreli yayınlar.

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition, importance and development of public relations
2	Theoretical	Social responsibility and public relations
3	Theoretical	Total Quality Management and public relations
4	Theoretical	Organizational culture and public relations
5	Theoretical	The role of communication in public relations
6	Theoretical	Objectives of public relations
7	Theoretical	Basic principles of public relations
8	Intermediate Exam	Midterm
9	Theoretical	Institution identity
10	Theoretical	Institution image
11	Theoretical	Corporate reputation
12	Theoretical	Organization of public relations
13	Theoretical	Effective presentation technique and body language in public relation
14	Theoretical	General Review
15	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	1	14
Assignment	14	0	1	14
Individual Work	13	1	1	26
Midterm Examination	1	10	1	11



Final Examination	1	10	1	11
Total Workload (Hours)				76
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to recognize the target groups in public relations and to be able to comprehend appropriate communication methods
2	To be able to comprehend the effective presentation technique in public relations and to prepare the press bulletin
3	To understand the importance of public relations in the logistics sector
4	To be able to recognize the basic principles of public relations and to be able to comprehend the tools and methods used in public relations
5	To be able to comprehend the basic concepts related to public relations and historical development process
6	To have basic theoretical knowledge about public relations science and to be able to use this information in practice.
7	Being qualified and successful individuals in the professional life
8	To be able to have basic components of communication process and successful communication.

Programme Outcomes (Logistics)

1	Understanding of the basics needed for the mobility of production and consumption of goods.
2	Provide warehouse and inventory management decisions.
3	To decide on the mode of transport and handling equipment to be used.
4	Logistics information systems benefit from the process of the realization of the activities.
5	To dominate the national and international legislation regulating the field of logistics.
6	Administration, management and marketing ideas and conducting.
7	Sensitivity to the requirements of professional ethics move
8	Idea about the conduct of national and international transport policies.
9	Having written and oral communication skills.
10	Current society and understand the world.

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

	L1	L2	L3	L4	L5	L6	L7	L8
P3				1				
P7	2							
P8					1			
P9		2	2		1	2	2	
P10		3	3	1	1		3	5

