



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations							
Course Code		İŞY256		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	53 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		<ul style="list-style-type: none">• To teach the basic concepts of public relations.• To give the perspective of looking from the point of view of communication dicipline to working life and daily life events.• To gain the awareness for conscious, planned and efficient communication behaviour							
Course Content		Marketing, advertisement, publicity, communication, public opinion, process of public relations, tools of public relations, crisis management, social responsibility, sponsorship, lobbying, corporate identity.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)		Ins. Çetin SAVAŞGAN, Ins. Nuray YÜZBAŞIOĞLU							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Fatma Geçikli, Public Relations and Communication, İstanbul, Beta Publications, 5th Edition, 2019
2	Lecture Notes

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of Public Relations, Its Historical Development, Its Place and Function in Organizations, Principles of Public Relations
2	Theoretical	Practices Similar to Public Relations: Comparison of Advertising, Propaganda, Marketing with Public Relations
3	Theoretical	Communication Concept and Elements, Public Relations and Communication Connection
4	Theoretical	Target Audiences in Public Relations, The Importance of Identifying the Target Audience
5	Theoretical	Public Relations Campaign Process: Research-Planning-Implementation-Control
6	Theoretical	Methods and Tools Used in Public Relations
7	Theoretical	Methods and Tools Used in Public Relations
8	Theoretical	Public Relations Application Areas: Corporate Social Responsibility
9	Theoretical	Public Relations Application Areas: Problem Management, Lobbying
10	Theoretical	Public Relations Application Areas: Sponsorship, Ethics
11	Theoretical	Public Relations Application Areas: Corporate Identity and Corporate Reputation Management
12	Theoretical	Public Relations Application Areas: Crisis Management, Internet and Social Media
13	Theoretical	Public Relations Campaign Examples
14	Theoretical	Public Relations Campaign Examples
15	Final Exam	Final Examination
16	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	0	10



Final Examination	1	15	0	15
Total Workload (Hours)				53
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To understand the function of public relations for an organization
2	To compare public relations with the other communication methods
3	To create a public relations campaign
4	History of Public Relations
5	public relations in the world and Turkey

Programme Outcomes (Foreign Trade)

1	Economics, business law, labor and social security law, business, accounting, and describe the basic concepts of international trade
2	Of delivery and payment to foreign trade, foreign trade transactions and edit documents used
3	Mathematical operations to commercial
4	Grasp of the Turkish bank-exchange regulations, to prepare documents that are used in these processes, business correspondence, make
5	Turkey customs legislation to the foundation, to prepare the documents and customs procedures to follow
6	Turkey export import regulations, the basic concepts of logistics, know the rules of international transport and prepare the documents necessary, carry out e-commerce transactions
7	Foreign trade operations in computer and be able to use a foreign language, foreign trade transactions
8	Grasp and analyze methods of financing foreign trade, foreign trade transactions in free zones to
9	To international marketing strategies, recognizing the risks of international trade, international monetary and capital markets to analyze the relationships
10	Understand the importance of quality and standardization in foreign trade, foreign trade transactions and tax practices to insure
11	Account for foreign trade and foreign exchange transactions
12	Turkey's economy and economic crisis of the world economy and to understand the developments in the EU - Turkey relations to follow, to recognize the international economic and financial organizations
13	Win the adequacy of research, professional ethics, to grasp, to know the methods of commercial correspondence
14	Atatürk's principles and reforms
15	Accordance with the rules To know writing and speaking of the Turkish language, to know the types literary texts, and spoken expression

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

	L1	L2	L3	L4	L5
P7	2	2	2	2	2

