



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 (Textile Technology)

1	1. To have basic theoretical and practical knowledge related to the field of textile technology, weaving, finishing process and pattern design. Be able to recognize problems, develop solutions for the problems, designing and having the ability to use theoretical knowledge in practical applications.
2	2. Be able to identify problems, develop solutions to the problems, be able to devise, to have the ability to use theoretical knowledge in practical applications by using acquired the basic knowledge and skills in the field. – Be able to choose technical equipments which are needed for applications in the field and use effectively. - Awareness of the need for life-long learning to follow developments in the textile technology, learning independently and to gain awareness of continuous self-renewal. - Be able to examine the application of production processes in the textile industry. – Be respectful to their own history and to be conscious about the subjects of social responsibility, universal and social and professional ethics.
3	3. To have basic theoretical and practical knowledge related to the field of textile technology, weaving, finishing process and pattern design. To be conscious about the subjects of job security, the information of environmental protection, quality awareness and being conscious of participating in team work.
4	4. Be able to identify problems, develop solutions to the problems, be able to devise, to have the ability to use theoretical knowledge in practical applications by using acquired the basic knowledge and skills in the field. - To be conscious about the subjects of job security, the information of environmental protection, quality awareness and being conscious of participating in team work.
5	5. Be able to examine the application of production processes in the textile industry. Be able to identify problems, to develop solutions to the problems, be able to devise, to have the ability to use theoretical knowledge in practical applications by using acquired the basic knowledge and skills in the field. Be respectful their own history and be conscious about the subjects of social responsibility, universal and social and professional ethics.
6	6. Be able to examine the application of production processes in the textile industry. To be aware solutions and applications of the effects of global and societal context in technician-level; being aware of entrepreneurship and innovation, and to have knowledge of the issues of the age.
7	7. To gain the knowledge and awareness of Atatürk's principles & reforms and using Turkish Language effectively.
8	8. To gain the knowledge about his/her society and to gain a different point of view about 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
P5	3	3	3	3	3
P7	2	2	2	2	2

