



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations							
Course Code		BSS225		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	74 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course, students will gain competencies of public relations.							
Course Content		The history of public relations in the world and in Turkey, public relations, public relations definitions, objectives and social responsibility, public relations and advertising, public relations and propaganda, public relations and marketing, public relations and publicity, public relations and communications, public relations and organizational structure, public relations specialist qualifications in public relations audience.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Ins. Elçin BAŞOL							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Halkla İlişkiler, E. Uyur, M. Ekici, Savaş Yayınları, İstanbul, 2011.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Main objectives
2	Theoretical	Main objectives
3	Theoretical	Main objectives
4	Theoretical	Main objectives
5	Theoretical	Liabilities
6	Theoretical	Liabilities
7	Theoretical	Liabilities
8	Theoretical	Contact in public relations
9	Theoretical	Contact in public relations
10	Theoretical	Contact in public relations
11	Theoretical	The public and media relations
12	Theoretical	The public and media relations
13	Theoretical	The public and media relations
14	Theoretical	The public and media relations

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	5	2	0	10
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				74
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Enhance the image and public relations strategy
2	Corporate image, and constantly keep a positive detection
3	to evaluate the historical development of public relations



4	understand the importance of public relations in the public and private sectors
5	define the basic concepts of public relations

Programme Outcomes (Banking and Insurance)

1	To have basic economics knowledge.
2	Having basic law and banking law knowledge in a sufficient level for intermediate members of business life.
3	To have knowledge on the accounting system and organization.
4	To know basic finance and banking information.
5	To know registering of daily fiscal issues.
6	To know financial analysis techniques that is required by business.
7	Having knowledge about job safety, employees' health, environmental protection and quality conscious.
8	To have business management knowledge.
9	Having knowledge of organizational structures of banks.
10	To have basic information about internal, external and public audits in banks.
11	To have knowledge over human resources.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.
13	Ability to plan a career in their own profession.

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	1

