



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations I							
Course Code		HİT103		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	5	Workload	79 (Hours)	Theory	3	Practice	1	Laboratory	0
Objectives of the Course		It aims to improve the writing skills of students and to promote the public relations field.							
Course Content		Basic concepts, historical development, theories of public relations, public relations practices, propaganda, press releases, public relations and other disciplines, crisis management, perception management, reputation management							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### Recommended or Required Reading

1	1. İşletmelerde Halkla İlişkiler, Zeyyat SABUNCUOĞLU, Aktüel Yayınları, 2007.
2	2. İşletmelerde Halkla İlişkiler, Öztürk Yüksel, Seçkin Yayıncılık, 2004.
3	3. Halkla İlişkiler, Yüksel Ertekin, Yargı Yayınevi, Ankara, 2000.

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition and historical development of public relations
2	Theoretical	Close to the concepts of public relations (promotion, human relations,
3	Theoretical	Concepts to Public Relations (Marketing and Advertising)
4	Theoretical	Close to the concepts of public relations (corporate advertising)
5	Theoretical	Close to the concepts of public relations (lobbying)
6	Theoretical	The objects that are followed in Public Relations ,the reasons that reveal the need for public relations
7	Theoretical	The activities of the public relations department in businesses, public relations specialists and the features that should be present in public relations specialists and their workplaces
8	Theoretical	The role of effective communication in public relations
9	Theoretical	The organization of public relations, public relations manager responsibilities in Business
10	Theoretical	Development of Public Relations in Business Programme, data collection methods
11	Theoretical	Public relations planning, types of planning
12	Theoretical	Public relations planning, execution and control
13	Theoretical	The target group in Public Relations inside/outside organization
14	Theoretical	The target group in Public Relations inside/outside organization

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Lecture - Practice	14	0	1	14
Term Project	1	1	0	1
Midterm Examination	1	3	1	4
Final Examination	1	3	1	4
Total Workload (Hours)				79
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS



**Learning Outcomes**

1	to introduce requirements of expertise in public relation
2	The functions which apply to Public Relations in organizations
3	to indicate the principles and rules which apply to Public Relations in organizations
4	to determine the PR activities
5	To be able to discuss various theories in relation to public relations

**Programme Outcomes** (*Public Relations and Publicity*)

1	To gain the skills of interdisciplinary group work
2	To acquire the abilities of understanding and expressing yourself.
3	To acquire ability of Project design, execution and evaluation in terms strategic communication.
4	To obey the ethic rules in applications of public relations and to gain social responsibility awareness.
5	To improve written and oral communication skills.
6	To help understand the global and social effects of communication occupation.
7	To get information about current events and analyze them within the scope of communication occupation.
8	To benefit from new media and communication technologies.
9	To provide the ability for analyzing different communication systems with an integrated approach.
10	To be aware of his own qualification in the studies of public relations and advertising.
11	To gain the basic occupational knowledge related to the public relation management.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

**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	4	5	5	5	4
P2	4	5	4	5	4
P3	4	5	4	5	5
P4	4	5	4	5	4
P5	5	5	4	5	4
P6	4	5	4	5	4
P7	4	5	4	5	5
P8	4	5	4	5	4
P9	4	5	4	5	4
P10	4	5	4	5	4
P11	4	5	4	5	4

