



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations In Management							
Course Code		HİT156		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	74 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		They offer products and services in public institutions and private companies and the public to promote internal and external target audience, and the eyes of the public institutions of sympathy towards the brand, and generate interest in PR departments, it was created in order to sustain the intermediate members to be employed to give basic knowledge of scientific PR, Public the foundations of the science of relationships, birth causes, understand the importance and principles. Necessary for the performance of the profession, target audience analysis, event design and management, media relations, to be better equipped for.							
Course Content		The course structure of the public relations departments, to be possessed by professional features, public relations, print and visual aids used in the subject of this course. At the end of each lesson, the week's topic of the course materials will be shared with relevant case studies and examples.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Project Based Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Stratejik Halkla İlişkiler Yönetimi , Ahmet Bülend GÖKSEL, E.Ü. Basımevi 2008
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Week	Weekly Detailed Course Contents	
1	Theoretical	The form of Public Relations Association, Public Relations Management Function, Structure of Public Relations Departments
2	Theoretical	The form of Public Relations Association, Public Relations Management Function, Structure of a Sample Business Public Relations Departments
3	Theoretical	Public Relations and Duties and Responsibilities Job Elements Must Be Included Features, Presentation, Text Editing, Semiology, Creative, Public Relations Professional Principles, Public Relations Training
4	Theoretical	Public Relations and Duties and Responsibilities Job Elements Must Be Included Features, Presentation, Text Editing, Semiology, Creative, Public Relations Professional Principles, Public Relations Training
5	Theoretical	Target Audience in Public Relations, Target Audience Definition
6	Theoretical	Internal Public Relations, Public Relations Internal Definition, its Scope
7	Theoretical	In-House Public Relations Practice Areas. Definition and Determination of Internal Target Audiences
8	Theoretical	Media Relations in Public Relations, Public Relations selection of channels, Effective Media Management and Monitoring, Analysis and Media Sector Compliance, Business Cycle by Media Selection
9	Theoretical	Media Selection by Business Cycle Case Study
10	Theoretical	What is news? News Writing Techniques and Rules, News and Photo Matching and Selection
11	Theoretical	Press Release What is it? Types of Press Release, Press Release Effective Media Analysis, Press Release Writing Rules, Example News News Fiction Texts and Practices
12	Theoretical	Case Studies
13	Theoretical	Sample News Texts and News Fiction Practices and Press Releases
14	Theoretical	TV Radio Producer and Anchor, News Writing, Meeting Management, Seminars and Case Study Analysis



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	5	2	0	10
Quiz	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	• Public Relations recently become familiar with the concepts and the support of other disciplines.
2	To have communication, internal communications, media management and event design
3	• The emergence of the science of Public Relations, of necessity, to understand and recognize the functions.
4	Public Relations departments to assume the functions of management
5	•Written and visual tools to design and implement internal and external communications.
6	To understand the importance and necessity of 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	L3	L5
P1	5	5	4
P2	5	5	4
P3	5	5	4
P4	5	5	4
P5	5	5	4
P6	5	5	4
P7	5	5	5
P8	5	5	4
P9	5	5	4
P10	5	5	4
P11	5	5	4

