



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations Practices							
Course Code		HİT201		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 ( <i>Hours</i> )	Theory	3	Practice	1	Laboratory	0
Objectives of the Course		Students learn the theoretical knowledge in the field of vocational training with the help of case studies taken from real business life deepened by discussion							
Course Content		To show case solutions to students in private companies, trade unions, municipalities, non-governmental organizations, hospitals, media, and public organizations.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)		Ins. Esin ÇINAR							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

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

Week	Weekly Detailed Course Contents	
1	Theoretical	Proactive and Reactive Public Relations
2	Theoretical	Target audience in Public Relations Practices
3	Theoretical	Recognition tasks and the tools used method of public relations, public relations tasks and tools used in Recognition / Promotion methods and techniques
4	Theoretical	Employees working in public relations need to know about press
5	Theoretical	Press declaration / Press bulletins
6	Theoretical	Organizations and organizational planning considerations to the Press
7	Theoretical	Exhibitions and Fairs, public relations work for the press for special occasions
8	Theoretical	Speech and speaker in Public Relations
9	Theoretical	Campaign Preparation of appropriate communication strategies in public relations
10	Theoretical	Campaign Preparation of appropriate communication strategies in public relations
11	Theoretical	The campaign process and application examples
12	Theoretical	The campaign process and application examples
13	Theoretical	The campaign process and application examples
14	Theoretical	The campaign process and application examples

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Assignment	5	2	0	10
Term Project	6	2	0	12
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				



**Learning Outcomes**

1	• Introduction of media relations
2	Examination of public relations techniques
3	• To practice of public relations with examples
4	• To practice of public relations with example
5	To educate a good professional by explaining the importance of target audience in public relations practices

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

