AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Public Relations Information Technologies						
Course Code	HİT203		Couse Level		Short Cycle (Associate's Degree)		
ECTS Credit	4	Workload	100 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	The course is designed to introduce information technologies, and in this context the objectives and functions of the mass media to describe the methods and their impact on society.						
Course Content	Characteristics of the mass media, mass communication theories are examined. Impact on society in terms of theories of mass media Communication, mass communication and the social, political and cultural dimensions of the interaction between the structure, mass psychology, consumer society, popular culture, mass culture concepts.						
Work Placement	N/A						
Planned Learning Activities and Teaching Methods			Explanation (Presentation)				
Name of Lecturer(s)	Ins. Nupel AZİZOĞLU PALABIYIK						

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	What is information technologies?
2	Theoretical	What is information technologies?
3	Theoretical	What is information technologies?
4	Theoretical	What is information technologies?
5	Theoretical	What is information technologies?
6	Theoretical	Information technologies Exhibitions
7	Theoretical	The incidents happening in Information technologies
8	Theoretical	The events in development of information technology
9	Theoretical	Political Effects of Information technologies
10	Theoretical	Effects of information technologies on youth and children
11	Theoretical	Ethics in information technologies
12	Theoretical	Ethics in information technologies
13	Theoretical	Case Study II
14	Theoretical	Case Study III

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Assignment	5	2	0	10
Seminar	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	Defining the concept of Information Technologies • •
2	Evaluating the contribution of information technology
3	To be able to make interdisciplinary and interdisciplinary teamwork by following the developments continuously on science, technology and contemporary issues, to develop professional relationship networks,
4	networks, to act independently, to use initiative, creativity, continuous learning, personal development, image management, relationship management and so on. to gain skills in subjects
5	Learning the development of information technologies

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 eveluation 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 knowlegde 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	L4
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