



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations Application Project							
Course Code		HİT202		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	0	Practice	4	Laboratory	0
Objectives of the Course		This course section is considered to be the project preparation							
Course Content		Public relations is the process for researching, planning, implementation and monitoring student groups created after the establishment of the theoretical framework, in line with their chosen subject, practical life with all the details of the process of public relations are implementing a four-digit.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Case Study, Project Based 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	Halkla ilişkiler uygulama proje örnekleri
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Week	Weekly Detailed Course Contents	
1	Theoretical	Application Project
2	Theoretical	Application Project
3	Theoretical	Application Project
4	Theoretical	Application Project
5	Theoretical	Application Project
6	Theoretical	Application Project
7	Theoretical	Application Project
8	Theoretical	Application Project
9	Theoretical	Application Project
10	Theoretical	Application Project
11	Theoretical	Application Project
12	Theoretical	Application Project
13	Theoretical	Application Project
14	Theoretical	Application Project

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	The project research
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2	The project planning
3	The project implementation issues to improve their skills.
4	The project applications
5	Control of Project Implementation

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	L4
P1	5	5	5
P2	5	5	5
P3	5	5	5
P4	5	5	5
P5	5	5	5
P6	5	4	5
P7	5	4	5
P8	5	5	5
P9	5	5	5
P10	5	5	5
P11	5	5	5

