AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Public Relations						
Course Code		BSS225		Couse Level		Short Cycle (Associate's Degree)		
ECTS Credit	3	Workload	74 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course, students will gain competencies of public relations.						
Course Content		The history of public relations in the world and in Turkey, public relations, public relations definitions, objectives and social responsibility, public relations and advertising, public relations and propaganda, public relations and marketing, public relations and publicity, public relations and communications, public relations and organizational structure, public relations specialist qualifications in public relations audience.						
Work Placement		N/A						
Planned Learning Activities and Teaching Methods			Explanation (Presentation)					
Name of Lecturer(s)		Ins. Elçin BAŞOL						

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Halkla İlişkiler, E. Uyur, M. Ekici, Savaş Yayınları, İstanbul, 2011.

Week	Weekly Detailed Course Contents	
1	Theoretical	Main objectives
2	Theoretical	Main objectives
3	Theoretical	Main objectives
4	Theoretical	Main objectives
5	Theoretical	Liabilities
6	Theoretical	Liabilities
7	Theoretical	Liabilities
8	Theoretical	Contact in public relations
9	Theoretical	Contact in public relations
10	Theoretical	Contact in public relations
11	Theoretical	The public and media relations
12	Theoretical	The public and media relations
13	Theoretical	The public and media relations
14	Theoretical	The public and media relations

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	5	2	0	10
Midterm Examination	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	Enhance the image and public relations strategy
2	Corporate image, and constantly keep a positive detection
3	to evaluate the historical development of public relations

4	understand the importance of public relations in the public and private sectors
5	define the basic concepts of public relations

Programme Outcomes *(Foreign Trade)*

1	To describe the basic concepts of economics, business law, labor and social security law, business, accounting and foreign trade.
2	To know the terms of delivery and payment in foreign trade; to regulate documents used in foreign trade transactions.
3	To understand Turkish foreign exchange regulations, to prepare documents used in these processes, and to make business correspondence.
4	To have a knowledge of Turkish customs legislation, and organize related documents
5	To know Turkish foreign trade legislation, main concepts regarding to logistics, international transporting rules and preparing necessary documents, performing e-trade transactions.
6	Making foreign trade transactions with computer and utilize from a foreign language in foreign trade transactions.
7	To be aware of Business Law, Job Security, environmental protection and quality concepts.
8	To understand and analyze the methods of financing foreign trade, and to know the foreign trade transactions in free zones.
9	To know the international marketing strategies, to recognize the risks of international trade, to analyze international monetary relations and capital markets.
10	To understand the importance of quality and standardization in foreign trade, and to know insurance operations and tax practices in foreign trade.
11	Accounting the transactions as to foreign trade and foreign exchange.
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
P7	1	1	1	1	1