



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations							
Course Code		MUH110		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (<i>Hours</i>)	Theory	1	Practice	1	Laboratory	0
Objectives of the Course		With this course, students achieve qualifications as recognizing basic concepts of public relations, viewing public relations in organizational structure, analyzing target audience and communication tools							
Course Content		With this course, students achieve qualifications as recognizing basic concepts of public relations, viewing public relations in organizational structure, analyzing target audience and communication tools							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case 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	Cavit Yavuz.(2008) Halkla İlişkiler: Ankara Detay Yayıncılık
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Week	Weekly Detailed Course Contents	
1	Theoretical	Definition and Historical Evolution of Public Relations and Concepts Similar to Public Relations
2	Theoretical	Importance of Social Responsibility for Public Relations, Organizational Culture and Public Relations
3	Theoretical	Effective Communication in Public Relations
4	Theoretical	Objectives and Basic Principles of Public Relations
5	Theoretical	Corporate Image, Corporate Identity and Corporate Reputation
6	Theoretical	Situation of Public Relations in an Organization
7	Theoretical	Specialties of Working Place and Workers in Terms of Public Relations
8	Intermediate Exam	Stages of Public Relations Management Process
9	Theoretical	Target Audience of Public Relations
10	Theoretical	Target Audience of Public Relations
11	Theoretical	Communication with Media
12	Theoretical	Written and Verbal Tools Used in Public Relations
13	Theoretical	Audio-Visual Tools Used in Public Relations
14	Theoretical	Application Examples of Public Relations at Companies

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	1	0	14	14
Lecture - Practice	1	0	14	14
Midterm Examination	1	7	1	8
Final Examination	1	14	0	14
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Explaining the difference of public relations from other concepts
2	Explaining the importance of social responsibility projects for companies
3	Using effective communication types



4	.
5	.

Programme Outcomes (Business Administration Management)

1	
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Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	1	2	2	4	3
P2	1	2	3	3	4
P3	1	1	2	4	3
P4	2	3	3	3	4
P5	3	3	3	4	2
P6	3	4	4	2	3
P7	3	4	5	4	4
P8	3	4	4	3	3
P9	4	5	5	4	4
P10	5	5	5	3	3

