



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations							
Course Code		İK451		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	6	Workload	151 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To know the basic concepts of public relations and to understand the importance of public relations for businesses and to be able to comprehend presentation techniques.In addition it is aimed to understand the public relations practices in Turkey.							
Course Content		Basic Concepts and Historical Development of Public Relations, Fundamental Principles of Public Relations, Methods and Techniques, Organization and Management of Public Relations, Target Group in Public Relations, Effective Presentation Techniques and Methods of Preparation of Press Release...							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual 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	Dilaver TENGİLİMOĞLU ve Yüksel ÖZTÜRK, İşletmelerde Halkla İlişkiler, Seçkin Yayıncılık, Ankara, 2008.
2	Zeyyat SABUNCUOĞLU, İşletmelerde Halkla İlişkiler, 2010.

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic Concepts and Historical Development of Public Relations
2	Theoretical	Public relations and communication
3	Theoretical	Objectives and principles of public relations
4	Theoretical	Organization of public relations unit in business
5	Theoretical	Development of programme for public relations in enterprises
6	Theoretical	Target audience in public relations
7	Theoretical	Public relations activities in enterprises
8	Theoretical	Communication tools used in public relations activities
9	Intermediate Exam	Midterms
10	Intermediate Exam	Midterms
11	Theoretical	Ethics in Public Relations
12	Theoretical	Public Relations in Crisis Management
13	Theoretical	Public Relations and Sponsorship
14	Theoretical	Creating image to public relations
15	Theoretical	Public Relations Practices in different sectors

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Individual Work	13	0	3	39
Midterm Examination	1	20	1	21
Final Examination	1	25	1	26
Total Workload (Hours)				151
[Total Workload (Hours) / 25*] = ECTS				6
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	The student can recognize the necessity and functions of public relations.
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2	The student can take responsibility of on management functions of public Relations departments.
3	The student can implement written and visual, internal and external communication tools.
4	The student can comprehend the necessity and importance of Public Relations.
5	The student can gain skills about public relations theories.
6	The student can analyze the relationship between public relations and other disciplines.

#### Programme Outcomes (Human Resources Management)

1	Having adequate scientific knowledge of Human Resources Management, basic business concepts and other social sciences
2	Thinking critically and analytically
3	Having knowledge of communication and information technologies
4	In-depth understanding of the research process and application of a range of research techniques into studies, researches and projects
5	In-depth understanding of usage of Human Resources Management and other social sciences theoretical and applied knowledge together.
6	Ability to interpret basic Business concepts from Human Resource Management perspective
7	Ability to implement basic HRM responsibilities in institutions such as HR Planning and staffing, labor relations, occupational healthy and safety, training planning, performance and rewards management, career planning, employment and interview techniques and legal HR issues
8	Implementing quality process approach into HRM process by considering institutional development, internal and external customer satisfaction; in case of need, having sense of responsibility making contribution for problem solving and continuous development and process excellence ability by problem identification, goal setting, reorganisation and change management skills
9	Management of resources and assets by considering budgetary, financial and legal issues; management of projects/operations with the ability of planning, implementation, and auditing; Having skills on management of self and other people
10	Enriching result oriented working approach with continuous learning approach
11	Strong oral and written communication skills and ability to present ideas and information effectively
12	Monitor and communicate with colleagues in a foreign language using at least the European Language Portfolio B1 General Level
13	Ability to work with people of various cultural and educational background by valuing team work, developing empathy and listening skills
14	Being conscious on social, academic and professional ethical values
15	Development of critical theoretical appreciation of 'how', 'why' and 'where' HRM contributes to and supports employee and societal development, and implementing these approach for applied and graduate projects and working life

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

	L1	L2	L3	L4
P1	2	1	2	2
P2	3	3	1	4
P3	4	2	5	5
P4	5	4	5	5
P5	4	3	2	3
P6	3	2	5	4
P7	2	4	5	3
P8	4	3	5	2
P9	3	2	4	2
P10	2	4	3	3
P11	5	2	5	4
P12	4	3	3	5
P13	5	4	3	3
P14	4	3	5	3
P15	4	4	3	5

