



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations and Corporate Communication							
Course Code		BYY183		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course students will be able to organize in the field of Public Relations and Tourism and Travel Services program.							
Course Content		Public Relations, Organizing Program Content Creation, Operations Planning, Social and Cultural Programs Planning, Financing Planning							
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	Course Notes
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Week	Weekly Detailed Course Contents	
1	Theoretical	Basic concepts related to Public Relations
2	Theoretical	Basic concepts related to Public Relations
3	Theoretical	Public Relations activities
4	Theoretical	Public Relations activities
5	Theoretical	Creation a content program
6	Theoretical	Organization planning
7	Theoretical	Organization planning
8	Theoretical	Organization planning
9	Theoretical	Organization planning
10	Theoretical	Operations
11	Theoretical	Operations
12	Theoretical	Planning social and cultural programs
13	Theoretical	Planning social and cultural programs
14	Theoretical	Financial Planning
15	Theoretical	Financial Planning
16	Final Exam	Semestr final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	10	0	2	20
Term Project	15	0	1	15
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Preparing for public relations organization.
2	To carry out public relations organization transactions.
3	To have information about Public Relations Activities
4	To have knowledge about Organization Planning.
5	To have knowledge about Planning Social and Cultural Programs.

Programme Outcomes (Call Center Services)

1	Ability to use information and communication technology tools and other professional tools and techniques
2	Ability to plan and implement professional processes
3	Foreign language communication skills
4	Professional confidence
5	Entrepreneurship Skills
6	Ability to use theoretical domain knowledge in practice
7	Ability to manage a process to meet requirements
8	Work skills in teams, including interdisciplinary
9	Ability to identify and solve problems in professional practice
10	Professional ethics and accountability

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

	L1
P1	5
P2	5
P4	5
P5	5
P6	5
P7	5
P8	5
P9	5
P10	5

