



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations I							
Course Code		HIT103		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	123 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Field of public relations, introduce theories and principles, identifying target audiences and appropriate messages to them, the results of the evaluation and selection of communication channels is to focus on							
Course Content		Field of public relations, introduce theories and principles, identifying target audiences and appropriate messages to them, the results of the evaluation and selection of communication channels is to focus on							
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	60

Recommended or Required Reading

1	1. Basic Public Relations Information, Prof. Dr. Ahmet Bülend Göksel
2	2. Public Relations in Enterprises, Prof. Dr. Dilaver Tengilimoğlu
3	3. Public Relations in Enterprises, Prof. Dr. Zeyyat Sabuncuoğlu

Week	Weekly Detailed Course Contents	
1	Theoretical	The Concept of Public Relations
2	Theoretical	Public Relations Practice Areas
3	Theoretical	Public Relations Relations with Related Disciplines (Contact)
4	Theoretical	Marketing - Advertising - Propaganda
5	Theoretical	Public Opinion-lobbying-Behaviour Sciences
6	Theoretical	Fundamental Principles of Public Relations
7	Theoretical	Recognition Methods in Public Relations
8	Intermediate Exam	midterm exam
9	Theoretical	Methods in Public Relations PROMOTION
10	Theoretical	Corporate Image and Corporate Identity
11	Theoretical	In-house Public Relations
12	Theoretical	In-house Public Relations
13	Theoretical	Authority non-Public Relations
14	Theoretical	Authority non-Public Relations
15	Theoretical	Case Studies

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Lecture - Practice	14	0	1	14
Midterm Examination	1	30	1	31
Final Examination	1	35	1	36
Total Workload (Hours)				123
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	1. The students have the knowledge and skills about the basic tasks of public relations
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2	2	Basic Principles of Public Relations is expected to be competent
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