



AYDIN ADNAN MENDERES UNIVERSITY
ATÇA VOCATIONAL SCHOOL
ECONOMICS AND ADMINISTRATIVE PROGRAMS
PUBLIC RELATIONS
COURSE INFORMATION FORM

Course Title	Public Relations Practices								
Course Code	HIT201			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	76 (Hours)	Theory	2	Practice	1	Laboratory	0
Objectives of the Course	Students will gain the basic skills information on the public relation project types								
Course Content	The objectives will be as follows: Introduction to Project Planning Stages Measurement and Evaluation Stages								
Work Placement	N								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Case Study, Individual Study, Problem Solving								
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	YURDAKUL, Başok Nilay "Theory to Practice Public Relations Projects" Nobel , İzmir, 2009
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Public Relations Projects
2	Theoretical	Situation Analysis Stage
3	Theoretical	Situation Analysis Stage
4	Theoretical	Planning Stage
5	Theoretical	Planning Stage
6	Theoretical	Audience and Media Techniques
7	Theoretical	Audience and Media Techniques
8	Theoretical	Audience and Media Techniques
9	Theoretical	Implementation Stage
10	Theoretical	Implementation Stage
11	Theoretical	Implementation Stage
12	Theoretical	Implementation Stage
13	Theoretical	Budgeting Stage
14	Theoretical	Measurement and Evaluation Stage

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Lecture - Practice	14	1	1	28
Midterm Examination	1	2	1	3
Final Examination	1	2	1	3
Total Workload (Hours)				76
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Understanding the Public Relations Project Strategies
2	Understanding the Project Plan and Models



