



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|--|----------------------|---|---|----------------------------------|---|------------|---|
| Course Title | | Informational Technology in Public Relation | | | | | | | |
| Course Code | | HIT203 | | Couse Level | | Short Cycle (Associate's Degree) | | | |
| ECTS Credit | 4 | Workload | 102 (<i>Hours</i>) | Theory | 3 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | | Students will gain the basic skills information on the public relations | | | | | | | |
| Course Content | | The following information will be; Public Relation and Technology Introduction to Information Technology Case Studies | | | | | | | |
| Work Placement | | N/A | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation), Case Study, Problem Solving | | | | | |
| Name of Lecturer(s) | | | | | | | | | |

Assessment Methods and Criteria

| Method | Quantity | Percentage (%) |
|---------------------|----------|----------------|
| Midterm Examination | 1 | 40 |
| Final Examination | 1 | 70 |

Recommended or Required Reading

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| 1 | ÜNAL, Serpil "Bilgi İletişim Teknolojileri ve Müşteri İlişkileri" Beta Publishing (2011) |
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| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|--|
| 1 | Theoretical | Public Relations and Technology |
| 2 | Theoretical | Introduction to Information Technologies |
| 3 | Theoretical | Mass Media Technologies |
| 4 | Theoretical | Printed Publication Technologies |
| 5 | Theoretical | Printed Publication Technologies |
| 6 | Theoretical | Printed Publication Technologies |
| 7 | Theoretical | Printed Publication Technologies |
| 8 | Theoretical | Printed Publication Technologies |
| 9 | Theoretical | Electronic Publication Technologies |
| 10 | Theoretical | Electronic Publication Technologies |
| 11 | Theoretical | Electronic Publication Technologies |
| 12 | Theoretical | Electronic Publication Technologies |
| 13 | Theoretical | Electronic Publication Technologies |
| 14 | Theoretical | Case Studies |

Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---------------------------------------|----------|-------------|----------|----------------|
| Lecture - Theory | 14 | 3 | 3 | 84 |
| Midterm Examination | 1 | 6 | 1 | 7 |
| Final Examination | 1 | 10 | 1 | 11 |
| Total Workload (Hours) | | | | 102 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 4 |

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

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| 1 | Understanding to the information Technologies used in Public Relations |
| 2 | Understanding to the Information Technologies in Public Relations Practices and Examples |
| 3 | Understanding to the Printed Publication Technologies |
| 4 | Using to the Electronic Publication Technologies |



