



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

Course Title	Informational Technology in Public Relation								
Course Code	HIT203			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	102 (Hours)	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	60

#### Recommended or Required Reading

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

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



