



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations II							
Course Code		HIT104		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	5	Workload	100 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Public relations communication tools, types of organization, with extensive information on specific applications and are intended to be projecting.							
Course Content		The use of media and public relations organizations, Learn how the intended uses for project planning.							
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	Temel Halkla İlişkiler Bilgileri, Prof.Dr.Ahmet Bülend Göksel
2	İşletmelerde Halkla İlişkiler, Prof.Dr.Dilaver Tengilimoğlu
3	İşletmelerde Halkla İlişkiler, Prof.Dr.Zeyyat Sabuncuoğlu

Week	Weekly Detailed Course Contents	
1	Theoretical	Tools for Public Relations Studies
2	Theoretical	Writing Tools
3	Theoretical	institution Publications
4	Theoretical	Issue Tools
5	Theoretical	Other Tools
6	Theoretical	Factors Affecting Choice of Tools
7	Theoretical	Public Relations Organisation Studies
8	Intermediate Exam	midterm exam
9	Theoretical	Public Relations Strategy and Policy-Making
10	Theoretical	Evaluation and Measurement Methods for Public Relations Studies
11	Theoretical	Special Public Relations Practices
12	Theoretical	Crisis Management
13	Theoretical	Total Quality Management - Human Resources Management
14	Theoretical	Public Relations Projects
15	Theoretical	Public Relations Projects

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Seminar	5	6	0	30
Project	2	3	0	6
Quiz	2	0	0	0
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	The use of communication media and public relations organizations,
2	2-Learn how the intended uses of project planning.

