



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

Course Title	Public Relations Project Implementation								
Course Code	HIT202			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	102 (Hours)	Theory	0	Practice	4	Laboratory	0
Objectives of the Course	Public Relations students as a requirement of the management function determined by IPRA "8 Progressive Public Relations Project" as the project is to improve standards. In this period the students will prepare project to Turkey Public Relations Association Golden Compass Competition.								
Course Content	In general, the following information will be given: 1. Introduction to the project 2. Planning Stages 3. Measurement and Evaluation Process								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Project Based Study								
Name of Lecturer(s)									

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Project	1	60

Recommended or Required Reading	
1	YURDAKUL, Başok Nilay (2008) "Teoriden Pratiğe Halkla İlişkiler Projeleri" Nobel , İzmir.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Public Relations Projects
2	Theoretical	Situation Analysis Stage
3	Theoretical	Situation Analysis Discussion Meeting
4	Theoretical	Planning Stage
5	Theoretical	Planning Stage Discussion Meeting
6	Theoretical	Implementation of Audience and Media Techniques
7	Theoretical	Action – Implementation Stage
8	Intermediate Exam	Mid-term
9	Theoretical	Process Evaluation of Term Paper
10	Theoretical	Process Evaluation of Term Paper
11	Theoretical	Process Evaluation of Term Paper
12	Theoretical	Process Evaluation of Term Paper
13	Theoretical	Budgeting Process
14	Theoretical	Measurement and Evaluation Stage
15	Theoretical	Deadline of Projects
16	Final Exam	Final Exam

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Practice	14	3	4	98
Project	1	1	1	2
Midterm Examination	1	1	1	2
Total Workload (Hours)				102
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				



Learning Outcomes

1	Understanding the Public Relations Project Strategies
2	Understanding the stages of project planning
3	Understanding the stages of creative project management
4	Gain the ability to realize Public Relations Project
5	The realization of all phases of the project and the report

