



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relation Management							
Course Code		HIT116		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	52 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Public institutions and private companies, products and services, offer the public to promote internal and external audiences, institutions and public opinion toward the brand to create sympathy and interest							
Course Content		Public institutions and private companies, products and services, offer the public to promote internal and external audiences, institutions and public opinion toward the brand to create sympathy and interest							
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	1. 1. Public Relations in Enterprises, Dilaver Tengilimoğlu
2	2. 2. Public Relations in Enterprises, Prof. Dr. Zeyyat Sabuncuoğlu

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of public relations in business, importance and development
2	Theoretical	Social Responsibility and Public Relations
3	Theoretical	Total Quality Management And Public Relations
4	Theoretical	Elements of Organizational Culture
5	Theoretical	Place of Organizational Culture in Public Relations
6	Theoretical	The active role of communication in public relations
7	Theoretical	Corporate Identity, Corporate Image and Corporate Reputation
8	Intermediate Exam	midterm exam
9	Theoretical	Public Relations Organization
10	Theoretical	Place of Public Relations in General Organization Units
11	Theoretical	Organizational Structure Public Relations Department
12	Theoretical	Audience in Public Relations
13	Theoretical	Public Relations Communication Tools
14	Theoretical	Public Relations Effective Presentation Techniques
15	Theoretical	Public Relations Practices in Turkey

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	30	0	1	30
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				52
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	1. The birth of public relations, the necessity, to understand and recognize the functions of
2	2. Other disciplines to become familiar with the concepts and supporting close to PublicRelations
3	Explain mass communication and its effects



4	Lists the characteristics of public relations specialists
5	Will be able to explain the management process in public relations.

