



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

Course Title	Organizational Creation and Management								
Course Code	HIT118			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	Students will gain the basic skills on the event management								
Course Content	In general, the following information is given: Introduction to Public Relations Event Public Relations Activities								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Demonstration, Discussion, Case Study, 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. GÜLTEKİN, Bilgehan (2008) "Halkla İlişkilerde Etkinlik Yoluyla İmaj Oluşturma" Nobel Yayınevi, İzmir
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Public Relations Organization (Events)
2	Theoretical	Important Steps for Creating Image through Events - I
3	Theoretical	Important Steps for Creating Image through Events - II
4	Theoretical	Event-time Management
5	Theoretical	Public Relations Events (PANEL)
6	Theoretical	Public Relations Events (PANEL)
7	Theoretical	Public Relations Events (SYMPOSIUM)
8	Intermediate Exam	midterm exam
9	Theoretical	Public Relations Events (CONFERENCE - INTERVIEW)
10	Theoretical	Public Relations Events (SEMINAR - BRIFING)
11	Theoretical	Event Communication Management (Media – Correspondence – Sponsorship - Design)
12	Theoretical	Event Communication Management (Media – Correspondence – Sponsorship - Design)
13	Theoretical	PERT Technique - I
14	Theoretical	PERT Technique - II
15	Theoretical	Practices of Event Management

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	3	1	4
Final Examination	1	3	1	4
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	1- to have the basic theoretical knowledge about trough activity to creating image in Public Relation
2	2- Understanding the stages of event management
3	Gain the ability to organize events



4	To have information about meeting management
5	Discuss the relationship between advertising and society

