



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|--|------------|---|---|----------------------------------|---|------------|---|
| 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 | 70 |

Recommended or Required Reading

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| 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

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| 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 |



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

