



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

Course Title	Public Administration								
Course Code	TAK208			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	56 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	To teach students general characteristics of public administration and their principles and give basic knowledge about administrative working principles.								
Course Content	General knowledge of topics underneath will be given: • General characteristics of public administration • Important principles of public administration • Turkey's administrative construction								
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	ÖKTEM, Kemal (2011) "Kamu Yönetimi" İmaj Yayıncılık
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Week	Weekly Detailed Course Contents	
1	Theoretical	General characteristics of public relations
2	Theoretical	General characteristics of public relations
3	Theoretical	Important principles of public relations: Centralized Management, Local Management
4	Theoretical	The administrative construction of Turkey: General knowledge about centralized Management
5	Theoretical	President: duties and power; General Secretariat of the Presidency
6	Theoretical	Council of ministers: Duties and Power
7	Theoretical	Presidency
8	Intermediate Exam	Midterm exam
9	Theoretical	Presidency: Duties and Power
10	Theoretical	Helping organizations in the center and their features
11	Theoretical	The organization of provincial centralized Management: County, city, district
12	Theoretical	Decentralized Management organizations in Turkey
13	Theoretical	Service place of Board of directors
14	Theoretical	Regulative and Supervisory organizations
15	Theoretical	Reform movements in public relations

#### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	7	1	8
Final Examination	1	5	1	6
Total Workload (Hours)				56
[Total Workload (Hours) / 25*] = ECTS				2

\*25 hour workload is accepted as 1 ECTS

#### Learning Outcomes

1	To be able to analyse general characteristics of public administration
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2 to be able to comprehend the important principles and management in public relations

