



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations							
Course Code		IYO155		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	53 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Learning the development relations in internal and external environment for business organizations on truth , honesty persuasiveness and reciprocity principles. Learning methods and tools of Public Relations (PR) and communication.							
Course Content		To learn as a business function PR and as a PR tool communication and related concepts, methods, tools..							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### Recommended or Required Reading

1	SEZGİN Murat, Halkla İlişkiler/Meslek Yüksek Okulları İçin, Yücedem Yayınları, Ankara, 2007.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Public Relations (PR) and communication concepts
	Preparation Work	Related chapters in the course book
2	Theoretical	Development, reasons and necessity of PR
	Preparation Work	Related chapters in the course book
3	Theoretical	PR function and organization in business
	Preparation Work	Related chapters in the course book
4	Theoretical	PR process
	Preparation Work	Related chapters in the course book
5	Theoretical	Communication methods in PR
	Preparation Work	Related chapters in the course book
6	Theoretical	Communication methods in PR
	Preparation Work	Related chapters in the course book
7	Theoretical	Communication tools in PR
	Preparation Work	Related chapters in the course book
8	Theoretical	Communication tools in PR
	Preparation Work	Related chapters in the course book
9	Intermediate Exam	Midterm Exam
10	Theoretical	Definition of institutional identity in business organizations
	Preparation Work	Related chapters in the course book
11	Theoretical	Importance of PR in solving institutional identity problems of business organizations
	Preparation Work	Related chapters in the course book
12	Theoretical	Internal PR
	Preparation Work	Related chapters in the course book
13	Theoretical	PR and communication applications
	Preparation Work	Related chapters in the course book
14	Theoretical	PR and communication applications
	Preparation Work	Related chapters in the course book
15	Final Exam	Final Exam



**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	1	1	30
Lecture - Practice	1	0.5	0.5	1
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				53
[Total Workload (Hours) / 25*] = <b>ECTS</b>				2
*25 hour workload is accepted as 1 ECTS				

**Learning Outcomes**

1	Understanding PR and communication concepts
2	Understanding the importance of PR and communication
3	Understanding and analysing the relations between business organization and social structures
4	Making PR and communication policy

