AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Public Relations						
Course Code	SOS154		Couse Level		First Cycle (Bachelor's Degree)		
ECTS Credit	2	Workload	54 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	This course will introduce students with definitions of the field of public relations, its functions and how it undertakes tasks in society. The course will also create awareness of putting into practice the subjects of the course.						
Course Content	Definition of public relations, history of PR, field of PR, the function of media and technology in PR; target audience; advertisement, marketing, sales techniques, propaganda, perception management, its dimensions and areas of utilization.						
Work Placement	N/A						
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Discussion, Case 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	Bal, Hüseyin. İletişim Sosyolojisi . Sentez, 2017.
2	Maigret, Eric. Medya ve İletişim Sosyolojisi. İletişim, 2016.
3	Tortop, Nuri. Halkla İlişkilere Giriş. Nobel Yayın, 2009.
4	Oskay, Ünsal. Kitle İletişiminin Kültürel İşlevleri. İnkılap Kitapevi, 2014.

Week	Weekly Detailed Course Contents	
1	Theoretical	Definiton of Public Relations
2	Theoretical	The History of Public Relations
3	Theoretical	The Field of Public Relations
4	Theoretical	The Contemporary Meaning of Public Relations
5	Theoretical	The Role of Media in Public Relations
6	Theoretical	The function of technology in Public Relations
7	Theoretical	Target Audience
8	Intermediate Exam	Midterm Exam
9	Theoretical	Advertisement
10	Theoretical	Marketing
11	Theoretical	Sales Techniques
12	Theoretical	Propaganda
13	Theoretical	Perception Management
14	Theoretical	The Dimensions of Perception Management and Its Utilization I
15	Theoretical	The Dimensions of Perception Management and Its Utilization II
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	4	1	5
Final Examination	1	6	1	7
			Total Workload (Hours)	54
			[Total Workload (Hours) / 25*] = **ECTS**	2

25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to comprehend the social meaning of public relations.
2	To be able to develop communication skills with the mass.
3	To be able to understand the role of media in public relations.
4	To comprehend the effect of perception management on public relations.
5	To comprehend the effect of advertising and marketing strategies in perception management.

Programme Outcomes *(German Language and Literature)*

1	Students will have advanced knowledge in the field of German Language and Literature in the field of German Language and Literature.
2	To be able to understand the concepts, ideas and data related to German Language and Literature through scientific methods in which he / she has learned and learned; It provides suggestions that can be proved by scientific evidence, evidence or evidence.
3	To inform the German audience about the issues related to German Language and Literature; expresses his / her own thoughts, problems / problems, solution suggestions and methods in written and verbal way.
4	Students will be able to produce scientific studies to be accepted by the experts in the field of Languages, Literatures and Cultures.
5	It carries out advanced studies independently with learning, learning skills and critical thinking.
6	Develops strategic management and implementation plans in the field of German Language and Literature and evaluates the obtained results within the framework of quality processes and uses the obtained data in interdisciplinary studies.
7	Plans and manages the activities and projects for the professional development of the people he works with in the sense of social responsibility.
8	Students will be able to follow and use the German Language and Literature knowledge and gain the competency with their colleagues.
9	It has the competence to observe social, scientific and ethical values ??in the stages of collecting, interpreting and announcing data about German Language and Literature.
10	Uses and develops information and communication technologies with the knowledge of computer software and hardware required by German Language and Literature.
11	She is able to translate from German to Turkish and from German to German so that she can speak an equivalent language and grammar.
12	Obtains the basic professional knowledge related to the learning area.