



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations							
Course Code		İŞT209		Couese Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To introduce the concepts, theories and principles related to the people to the students.							
Course Content		In-depth discussions aimed at establishing the necessary infrastructure for the implementation of successful peoples relations focus on defining goals, defining goals, identifying appropriate messages, choosing the right channels, and evaluating the results; ethical decision-making process and career opportunities							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Case Study					
Name of Lecturer(s)		Ins. Ali Kemali ÖZUĞUR, Lec. Aylin DİLEK							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	İşletmelerde Halkla İlişkiler, Zeyyat Sabuncuoğlu, Alfa Aktüel
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Week	Weekly Detailed Course Contents	
1	Theoretical	Public Relations Concept
2	Theoretical	Concepts Related to Public Relations
3	Theoretical	Public Relations and Human Relations
4	Theoretical	Public relations and advertising
5	Theoretical	Public Relations and Propaganda
6	Theoretical	Public Relations and Communication
7	Theoretical	Use of Public Relations Tools
8	Theoretical	Methods and Principle Principles
9	Intermediate Exam	midterm
10	Theoretical	Data collecting
11	Theoretical	Planning, Evaluation of Results
12	Theoretical	Planning, Evaluation of Results
13	Theoretical	Publicly Used Vehicles
14	Theoretical	Publicly Used Vehicles
15	Theoretical	Progress of Public Relations Activities
16	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	0	2	26
Lecture - Practice	6	0	1	6
Assignment	10	0	1	10
Midterm Examination	1	2	1	3



Final Examination	1	4	1	5
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Understanding the concepts related to public relations
2	Defining the aims of public relations
3	Determine the place of public relations within the organization.
4	Explains types of researches in the field of public relations.
5	Explain the management process in public relations.

Programme Outcomes (Banking and Insurance)

1	Having adequate infrastructure in the fields of economics, law, accounting, basic management, management and field; to use theoretical and practical knowledge in these areas.
2	To acquire the ability to use computer software and hardware at the basic level required by the field
3	To be able to interpret and evaluate data, to be able to identify and analyze problems using basic knowledge and skills acquired in the field
4	To have a consciousness of historical values, social responsibility, universal, social and professional ethics
5	To be able to identify and effectively use the modern techniques, tools and information technologies required for applications related to the field.
6	Having the ability to plan and project using the professional environment and tools related to the field
7	Be equipped with the ability to produce solutions, take responsibility in teams or in individual work

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	2				
P7	3	3	3	3	3

