



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations in Public Institutions							
Course Code		HİRY503		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Public relations in public administration are based on a two-way communication that a public organization is engaged in to provide the trust and support of the social sector with which it is involved, and consequently, the system in order to ensure the changes in the direction of the organization in the public and the society in the direction they want, thus ensuring the most appropriate scale and harmony between the organization and its environment. and continuous efforts. The aim of the course is to ensure that public institutions see themselves as a tool in public service in public relations practice and that the basic principles are taken as a starting point.							
Course Content		Organizing the public relations unit in public institutions, conducting research, planning, implementation and evaluation effectively from the application stages of public relations							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Project Based 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	Kamusal Halkla İlişkiler-DERİN YAYINLARI-Dr. Hatun Boztepe
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Week	Weekly Detailed Course Contents	
1	Theoretical	Emergence and Development of Public Relations
2	Theoretical	Governance and Public Relations Policies
3	Theoretical	Knowledge Management in Public Relations
4	Theoretical	Establishing Public Opinion and Agenda in Public Relations
5	Theoretical	Relations with the Media
6	Theoretical	Public Public Relations and Social Media Management
7	Intermediate Exam	midterm exam
8	Theoretical	Public Public Relations and Social Media Management
9	Theoretical	Techniques Used in Public Public Relations
10	Theoretical	Problems in Public Public Relations Practices
11	Practice	presentation of term paper
12	Practice	presentation of term paper
13	Practice	presentation of term paper
14	Final Exam	final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Midterm Examination	1	29	1	30
Final Examination	1	29	1	30
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to explain the concept of public administration
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2	To be able to define the concept of public relations
3	To be able to define the concept of governance
4	to explain the concept of public
5	To be able to explain the importance of public opinion

Programme Outcomes (Public Relations and Advertising Master)

1	Students will be able to examine the cultural aspects of communication and conduct academic studies on it.
2	Be able to handle the message strategy in the institutional framework
3	Have knowledge about the principles of advertising, marketing principles of multimedia, internet and mobile communication.
4	Basic methods of planning and evaluation of advertising campaigns
5	Ability to interpret advertising and other marketing communications efforts
6	Gains ability in brand, brand image, brand creation and brand equity. Integrated marketing management and strategic role
7	Strategy for distribution channels, retailing and point of purchase
8	Strategy for distribution channels, retailing and point of purchase
9	Characteristics of scientific research and social phenomena
10	Creative thinking and advertising writing and related process

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	4	4	5	5	4
P2	4	5	5	5	4
P3	4	4	5	5	4
P4	4	5	5	5	
P5	4	4	5	5	
P6	5	5	5	5	5
P7	4	5	5	5	5
P8	4	5	5	5	5
P9	5	5	5	5	5
P10	5	5	5		4

