



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations Philosophy							
Course Code		HİRY505		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The course aims to establish a link between public relations and communication theories and to make analyzes from the perspective of critical theory.							
Course Content		Relations with the public are discussed in terms of mainstream approach and critical approach. The relationship between technology and public relations is examined and the relationship between media and public relations is approached with critical theory.							
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	Halkla İlişkiler Nedir? (Beta), 2016 Filiz Balta Peltekoğlu
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Week	Weekly Detailed Course Contents	
1	Theoretical	Relations with the people with the mainstream approach, relations with the people with the critical point of view
2	Theoretical	Technology and Public Relations-Critical Approach I
3	Theoretical	Technology and Public Relations-Critical Approach II
4	Theoretical	the technopole
5	Theoretical	Critical Theories of Public Relations
6	Theoretical	Public Relations and Image - Critical Approach
7	Theoretical	Public Relations - Spin Doctors
8	Intermediate Exam	Midterm Exam
9	Theoretical	Media and Public Relations - Critical Approach
10	Theoretical	Media and Public Relations - Critical Approach II
11	Theoretical	Surveillance Society and Public Relations
12	Theoretical	Public Relations and Foucault, Public Relations and Giddens, Public Relations and Gerbner
13	Theoretical	presentations
14	Theoretical	presentations

### 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	1. Approaches to public relations issues with philosophical depth
2	2. Understands the content, background of events
3	Will be able to explain basic historical concepts and definitions.
4	Will be able to criticize the dynamics of the modern world with the first examples in history.



5	Will be able to define the first socio-economic, cultural, religious and political formations and structures in the history of civilization with examples
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**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	5	4	5	5	4
P2	5	5	5	5	4
P3	5	5	5	5	4
P4	5	4	4	5	4
P5	5	4	5	5	4
P6	5	5	5	5	4
P7	5	5	5	5	4
P8	5	4	5	5	4
P9	5	4	5	5	4
P10	5	5	5	5	4

