



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations and Media							
Course Code		HİRY509		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		To discuss the theories and methods of media and communication studies at an advanced level. To provide a framework for researches in the related field.							
Course Content		This course provides a theoretical and methodological background on the general field of media and communication. In this context, it focuses on the current literature of the field in which these studies are conducted.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

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Week	Weekly Detailed Course Contents	
1	Theoretical	Culture, Ideology & Identity
2	Theoretical	Media & Nationalism I
3	Theoretical	Media & Nationalism II
4	Theoretical	Media, Modernity & Orientalism I
5	Theoretical	Media, Modernity & Orientalism II
6	Theoretical	Media & Democracy
7	Intermediate Exam	mid term exam
8	Theoretical	Globalization, Media and Identity I
9	Theoretical	Globalization, Media and Identity II
10	Theoretical	Globalization, Media and Identity III
11	Practice	Student Presentations
12	Practice	Student Presentations
13	Practice	Student Presentations
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	Recognize the advanced theoretical and research background of media and communication. Evaluate the basic concepts of social and humanities with a media-centered perspective
2	Evaluate the basic concepts of social and humanities with a media-centered perspective.
3	Will be able to relate the studies in the field of media and communication with different disciplines of social and humanities
4	Will be able to define the current dynamics on the basis of media and communication studies.



5	Will be able to discuss the prominent texts in the current literature of the field.
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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	4	4
P2	5	4	5	5	5
P3	5	5	5	5	5
P4	5	4	4	5	4
P5	5	4	5	5	4
P6	5	5	4	4	4
P7	5	4	4	4	4
P8	5	5	4	5	4
P9	5	4	5	4	4
P10	5	4	4	5	4

