AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Public Relations Practices in The European Union						
Course Code		HİRY513		Couse Level		Second Cycle (Master's Degree)		
ECTS Credit	5	Workload	125 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to provide the students with a general understanding of the institutional structure of the European Union and to gain knowledge about the fundamental issues in the field of audiovisual policy.						
Course Content		Students will be able to gain knowledge about the basic issues related to the functioning of public relations practices in the European Union						
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	Morley, D. (1986) Family Television. London ve NY: Comedia ve Routledge. Van Zoonen, L. (1994) Feminist Media Studies. London: Sage. Özbek, M. (der.) (2004). Kamusal Alan. İstanbul: Hil.

Week	Weekly Detailed Course Contents	
1	Theoretical	An overview of the European Union: periods, events, institutions.
2	Theoretical	Approaches to the European Union: Understanding European integration, International relations and integration theories: Federalism, functionalism, neo-functionalism
3	Theoretical	Policy making processes in the European Union: Intergovernmental / transnational policy making; Approaches to European Union administration: comparative policy, public policy analysis, multi-level governance, transnational governance.
4	Theoretical	Europeanization of public policy: neo-institutionalist approach and publishing as a specific policy issue.
5	Theoretical	Television broadcasting discussions in the European Union: Industrial competition policies and cultural protectionism. Cultural industries in the European Union and European cultural identity, publishing in the European Union in the context of discussions of 'democratic deprivation'
6	Theoretical	Free movement of television services: Television Without Borders Directive
7	Intermediate Exam	midterm exam
8	Theoretical	Digital broadcasting in the European Union: Standards, turning off analogue broadcasting
9	Theoretical	Discussions within the Union on the future of public service broadcasting
10	Theoretical	Enlargement and publishing policies of the European Union: impressions from Eastern Europe
11	Theoretical	publishing policies in Turkey in the negotiation process with the European Union
12	Theoretical	Public Relations Practices in the European Union
13	Theoretical	Public Relations Practices in the European Union: Case Study
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	Explain the EU integration process in terms of periods
2	Explain the structure and basic institutions of the EU.
3	Evaluate the basic theoretical approaches to the EU integration process.
4	Evaluate the basic theoretical approaches used in the analysis of the policy making process in the EU.
5	Analyze PR activities in EU

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	3	3	5		3
P2	3	5	5		3
P3	2	2	1		3
P4	5	3	2	2	
P5	3	5	4		3
P6	3	5	3	2	
P7		4	3	2	
P8	3	3	4		
P9		5	3	3	
P10	3	3	5		