



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		International Public Relations							
Course Code		HİRY521		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		The aim of the course is to evaluate how public relations are used by different actors in international context.							
Course Content		Course includes the identification of Internationality concept, explanation of the international concept is about Public relations, analysis of samples from Turkey and other countries, the listing of international actors, international public relations includes issues such as sorting the progress of and publicity campaigns.							
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

1	Becerikli, Sema Yıldırım, Uluslararası Halkla İlişkiler, Ankara: Nobel Yayınları, 2005
2	Yılmaz, Sait, Güç ve Politika, İstanbul: Alfa Yayınları, 2008

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of public relations and international public relations
2	Theoretical	The relationship and importance of public relations with international relations and international marketing
3	Theoretical	Basic problems in terms of international public relations
4	Theoretical	Power and hegemony in international relations
5	Theoretical	Propaganda in public relations
6	Theoretical	Lobbying in public relations
7	Theoretical	38/5000 Public diplomacy in public relations
8	Intermediate Exam	Midterm Exams
9	Theoretical	Definition of Global brand and examples of global brands
10	Theoretical	Importance of sponsorship in terms of marketing communication for global brands
11	Theoretical	Sponsorship examples for global brands
12	Theoretical	Corporate social responsibility practices for global brands
13	Theoretical	Examples of crisis communication of global brands
14	Final Exam	Final Exams

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	Defines at least 3 of international public relations environments
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2	Lists the stages of international public relations and promotion campaign
3	Summarizes at least 4 of the concepts of international public relations and promotion
4	Summarizes the qualifications of at least two of the international public relations actors
5	Evaluates the practices of international public relations through a case study

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

