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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Public relations** | |  | 2 | 2+0 | 2 | 2 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Compulsory | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | The aim of the course is to explain the importance of the concept to the students of the public relations program, to give information about the concepts mixed with public relations, the history of public relations, the duties of the public relations office. | | | | | | | Course Learning Outcomes | At the end of this course, the student;  1. Comprehend the concept of public relations and the historical development of public relations.  2. Adopts the qualities that a public relations specialist should have  3. Understands the principles of public relations.  4. Understand the processes of a public relations campaign.  5. Comprehends the relationship between public relations and media.  6. Understands the difference between public relations and public relations concepts. | | | | | | | Course Content | Definitions Related to Public Relations, Historical Development of Public Relations, Public Relations Management, Social Responsibility, Organizational Structure in Public Relations, Target Audience, Campaign in Public Relations, Public Relations Methods and Media Relations, Public Relations Application Areas, Crisis Management and Public Relations, Internal Public Relations Relationships, Sponsorship | | | | | | | **Weeks** | **Topics** | | | | | | | one | Definitions Related to Public Relations | | | | | | | 2 | Historical Development of Public Relations | | | | | | | 3 | Public Relations Management and Introduction to Public Relations | | | | | | | 4 | Social Responsibility and Public Relations | | | | | | | 5 | Organizational Structure in Public Relations | | | | | | | 6 | Target Audience in Public Relations | | | | | | | 7 | Campaign in Public Relations | | | | | | | 8 | Public Relations Methods and Media Relations | | | | | | | 9 | Public Relations Methods and Media Relations | | | | | | | 10 | Public Relations Application Areas | | | | | | | 11th | Crisis Management and Public Relations | | | | | | | 12 | Crisis Management and Public Relations | | | | | | | 13 | Internal Public Relations | | | | | | | 14 | Sponsorship | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** | | Bulbul, A. (2004). Public Relations, Nobel Publications  Pelteklioglu, F. (2016). What is Public Relations?, Beta Publications | | **Evaluation System** | | It is stated in the syllabus at the beginning of the semester. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **WITH PROGRAM LEARNING OUTCOMES**  **COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** | | | | | | | | | | | | | | | | | | |  | **PO1** | **PO2** | | **PO3** | **PO4** | | **PO5** | **PO6** | | **PO7** | **PO8** | | **PO9** | **PO10** | | **PO11** | **PO12** | | **LO1** | - | - | | 5 | 4 | | 5 | 5 | | - | - | | 5 | - | | - | - | | **LO2** | - | - | | 5 | 4 | | 5 | 5 | | - | - | | 5 | - | | - | - | | **LO3** | - | - | | 5 | 4 | | 5 | 5 | | - | - | | 5 | - | | - | - | | **LO4** | - | - | | 5 | 4 | | 5 | 5 | | - | - | | 5 | - | | - | - | | **LO5** | - | - | | 5 | 4 | | 5 | 5 | | - | - | | 5 | - | | - | - | | **LO6** | - | - | | 5 | 4 | | 5 | 5 | | - | - | | 5 | - | | - | - | | **REVENGE: Learning Outputs OP: Program Outputs** | | | | | | | | | | | | | | | | | | | **Contribution**  **level** | | | **1 Very Low** | | | **2 Low** | | | **3 Medium** | | | **4 High** | | | **5 Very High** | | |   Relation of Program Outcomes and Related Course   |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** | | **Public relations** | - | - | 5 | 4 | 5 | 5 | - | - | 5 | - | - | - | |