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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Public relations** | |  | one | 4+0 | 4 | 4 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Compulsory | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | By introducing the concept of public relations, its institutions and principles, it is to create the necessary infrastructure for a successful public relations practice. | | | | | | | Course Learning Outcomes | At the end of this course, the student;  1.Knows the concept of public relations and the historical development of public relations.  2.Knows the qualifications that a public relations specialist should have.  3.Knows the principles of public relations.  4.Knows public relations and media relations.  5. Comprehends the difference between public relations and public relations concepts, conducts interdisciplinary studies | | | | | | | Course Content | Public relations definition scope content, media and public relations, strategic management types in public relations, | | | | | | | **Weeks** | **Topics** | | | | | | | one | The Concept of Public Relations and Similar Fields | | | | | | | 2 | Historical Development of Public Relations and Related Models | | | | | | | 3 | Public Relations Communication | | | | | | | 4 | Structure of Public Relations Unit and Public Relations Agencies | | | | | | | 5 | Strategic Management in Public Relations: Analysis and Planning | | | | | | | 6 | Strategic Management in Public Relations: Implementation and Evaluation | | | | | | | 7 | Media and Tools for Internal Audience in Public Relations | | | | | | | 8 | Media and Tools for External Audiences in Public Relations | | | | | | | 9 | Public Relations for Marketing Purposes | | | | | | | 10 | Crisis Management in Public Relations | | | | | | | 11th | Reputation Management in Public Relations | | | | | | | 12 | Social Responsibility Practices in Public Relations | | | | | | | 13 | Sponsorship in Public Relations | | | | | | | 14 | Lobbying in Public Relations | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** | | Mengu, S. (2017). *Introduction to public relations* , Istanbul University Press. | | **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** | | **LO1** | 3 | | 3 | 4 | | 2 | 3 | | 3 | 2 | | 3 | 3 | | 2 | 2 | | **LO2** | 3 | | 3 | 4 | | 2 | 3 | | 3 | 2 | | 3 | 4 | | 2 | 2 | | **LO3** | 3 | | 3 | 4 | | 2 | 3 | | 3 | 2 | | 3 | 4 | | 2 | 2 | | **LO4** | 3 | | 3 | 4 | | 2 | 4 | | 3 | 2 | | 3 | 4 | | 2 | 2 | | **LO5** | 3 | | 3 | 5 | | 2 | 4 | | 3 | 3 | | 3 | 3 | | 2 | 2 | | **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** | | Public Relations | 3 | 3 | 4 | 2 | 3 | 3 | 2 | 3 | 4 | 2 | 2 | |