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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 |

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| **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. |

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| **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

|  |  |  |  |  |  |  |  |  |  |  |  |
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| **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 |

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