|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Public relations** | |  | 2 | 2+0 | 2 | 3 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Field Elective | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | To know the principles of Public Relations, working principles, public relations ethics. To be able to manage the public relations activities of an organization, to apply the principles of public relations in social media. | | | | | | | Course Learning Outcomes | At the end of this course, the student;   1. Knows the purpose, function and scope of public relations in the context of different models and roles. 2. Knows crisis, image and relationship management in Public Relations. 3. Gains knowledge about the management of public relations activities. 4. Gains knowledge about the use of social media for public relations purposes. 5. Knows the importance of Ethics in Public Relations and Social Media. | | | | | | | Course Content | The definition of Public Relations includes the history and processes of conducting different public relations activities. | | | | | | | **Weeks** | **Topics** | | | | | | | 1 | Week Introduction to Public Relations | | | | | | | 2 | Internal Public Relations and Employee Relations | | | | | | | 3 | Intercultural Communication and Public Relations | | | | | | | 4 | Public Relations and Image Management | | | | | | | 5 | Public Relations and Crisis Management | | | | | | | 6 | Public Relations in the Public Sector | | | | | | | 7 | Relationship Management in Public Relations | | | | | | | 8 | Public Relations and Brand Communication Management | | | | | | | 9 | Corporate Social Responsibility | | | | | | | 10 | Event Management | | | | | | | 11 | Social Media Management in Public Relations | | | | | | | 12 | Online Reputation Management and Tools | | | | | | | 13 | Crisis Management in Social Media | | | | | | | 14 | Ethics in Social Media and Public Relations | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** | | M engu. S., Prof. Dr. (Editor) (2020), Public Relations, Istanbul. Istanbul University Open and Distance Education Faculty Publication  Powerdemir. Y., Prof. Dr. (Editor) (2020), New Communication Technologies in Public Relations. Istanbul, Istanbul University Open and Distance Education Faculty Publication  Tokgöz. N., Assoc. Dr. (Editor) (2018), Public Relations Management, Eskişehir, Anadolu University Open Education Faculty Publication | | **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** | 1 |  | | 3 | 3 | |  | 3 | | 3 | 4 | | 1 | 2 | | 1 | 1 | | **LO2** | 2 | 1 | | 3 | 3 | |  | 3 | | 5 | 3 | | 1 | 1 | | 1 | 1 | | **LO3** |  |  | | 4 | 4 | |  | 2 | | 3 | 4 | | 1 | 1 | | 1 |  | | **LO4** | 3 | 1 | | 4 | 4 | | 1 | 3 | | 3 | 3 | | 2 | 1 | | 3 | 2 | | **LO5** | 3 | 1 | | 4 | 4 | | 1 | 3 | | 3 | 4 | | 1 | 2 | | 1 | 4 | | **LO: Learning Outcomes OP: Program Outcomes** | | | | | | | | | | | | | | | | | | | **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 | 2 | 1 | 4 | 4 |  | 3 | 3 | 4 | 1 | 1 | 1 | 2 | |