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| **Course Name** | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** |
|  **Public relations** |  | 1 | 2+0 | 2 | 3 |
| Prerequisite Courses |  |
| Language of the Course | Turkish |
| Type of Course | Departmental Elective |
| Course Coordinator |   |
| Instructor |  |
| Course Assistants |  |
| The aim of lesson | To create the necessary infrastructure for a successful public relations practice by introducing the concept, institutions and principles of public relations. |
| 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 of concepts close to public relations and public relations, makes interdisciplinary studies.
 |
| Course Content | Introduction to public relations, History of public relations, Public relations in Turkey and in the world, Development of public relations in the profession, Public relations in the context of different approaches |
| **Weeks** | **Topics** |
| 1 | Introduction to public relations |
| 2 | History of public relations |
| 3 | Public relations in Turkey and in the world |
| 4 | Development of public relations in the profession |
| 5 | Public relations in the context of different approaches |
| 6 | Application areas of Public Relations |
| 7 | Ethics concept and ethics in public relations practices |
| 8 | Strategy in ethics, leadership and public relations |
| 9 | Public relations discourse, roles and models |
| 10 | Public relations as a cultural policy |
| 11 | The concept of subject and culture in public relations |
| 12 | Professionalization and strategy in public relations |
| 13 | Audience grouping in public relations, corporate identity and media relations |
| 14 | public relations writer |

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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** |
| Mengü, S., (2017), Halkla İlişkilere Giriş, İstanbul Üniversitesi Yayınları |
| **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** |
| **LO1** | 5 | - | 4 | - | - | - | 3 | - | - | 5 |
| **LO2** | 5 | - | 4 | - | - | - | 3 | - | - | 5 |
| **LO3** | 5 | - | 4 | - | - | - | 3 | - | - | 5 |
| **LO4** | 5 | - | 4 | - | - | - | 3 | - | - | 5 |
| **LO5** | 5 | - | 4 | - | - | - | 3 | - | - | 5 |
| **LO6** | 5 | - | 4 | - | - | - | 3 | - | - | 5 |
| **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

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| **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| Public relations | 5 | - | 4 | - | - | - | 3 | - | - | 5 |

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