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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Halkla İlişkiler Uygulamaları ve Örnek Olaylar** | | 2206213 | 2 | 4+0 | 4 | 4 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Bu dersle birlikte halkla ilişkiler bölümü öğrencisinin halkla ilişkilerin temel uygulama alanları olan kriz yönetimi, etkinlik yönetimi, medya ilişkileri ve pazarlama halkla ilişkileri gibi konular hakkında bilgi sahibi olması ve bu uygulama alanlarında kampanya ve etkinlikler yürütebilmesi amaçlanmaktadır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. Etkinlik yönetimi, kurum içi iletişim, medya ilişkileri gibi Halkla ilişkiler uygulama alanları hakkında yeterli bilgiye sahip olur. 2. Herbir uygulama alanıyla ilgili faaliyet düzenleyebilecek yetkinlik elde eder. 3. Edindiği bilgileri sahada farklı ve yaratıcı halkla ilişkiler kampanya ve faaliyetlerinin uygulanmasında kullanır. | | | | | | | Dersin İçeriği | Ders; kriz yönetim süreci, pazarlama yönlü halkla ilişkiler, kurum içi halkla ilişkiler, etkinlik yönetimi, sosyal sorumluluk uygulamaları, medya ilişkileri yönetimi, kampanya planlama-uygulama ve kampanya etkinliğinin ölçülmesi konularını içerir. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Kriz Yönetimi | | | | | | | 2 | Kriz Yönetimi Evreleri ve Kriz Savunma Mekanizmaları | | | | | | | 3 | Kriz Yönetimi Örnek Olay İncelemesi | | | | | | | 4 | Pazarlama Yönelimli Halkla Ilişkiler | | | | | | | 5 | Halkla Ilişkiler ve Pazarlama Ilişkisi | | | | | | | 6 | Pazarlama Yönelimli Halkla Ilişkiler Örnek Olay Incelemesi | | | | | | | 7 | Kurum Içi Halkla Ilişkiler | | | | | | | 8 | Kurum Içi Halkla Ilişkiler Yöntemleri | | | | | | | 9 | Kurum Içi Halkla Ilişkiler Uygulama Örnekleri | | | | | | | 10 | Etkinlik Yönetimi | | | | | | | 11 | Etkinlik Yönetimi Uygulama Örneği İncelemesi | | | | | | | 12 | Sosyal Sorumluluk Uygulamaları ve Örnek Olay İncelemeleri | | | | | | | 13 | Medya Ilişkileri Uygulamaları ve Örnek Olay İncelemeleri | | | | | | | 14 | Öğrenci Sunumlarının Yapılması | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** |  |  | | --- | | Suher, İ., Özkoçak, L., Bayçu, S., Öztürk, M.C. (2013) *Halkla İlişkiler Uygulamaları ve Örnek Olaylar* , (Editör: Berrin Özkanal) Anadolu Üni. Açıköğretim yayınları  Aydede, C. (2003). *Halkla İlişkiler Kampanyaları,* MediaCat Kitapları, İstanbul. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | | **ÖÇ1** | 5 | | 4 | 5 | | 2 | 4 | | 3 | 1 | | 4 | 4 | | 3 | | **ÖÇ2** | 5 | | 4 | 5 | | 2 | 4 | | 3 | 1 | | 4 | 4 | | 3 | | **ÖÇ3** | 5 | | 4 | 5 | | 2 | 4 | | 3 | 1 | | 4 | 4 | | 3 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | | Halkla İlişkiler Uygulamaları  ve Örnek Olaylar | 5 | 4 | 5 | 2 | 4 | 3 | 1 | 4 | 4 | 3 | |