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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Halkla İlişkilere Giriş** | |  | 1 | 4+0 | 4 | 4 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Halkla ilişkiler kavramı, kuramları ve ilkelerini tanıtılarak, halkla ilişkileri kavratmak ve başarılı bir halkla ilişkiler uygulaması yapabilme becerisi kazandırmak. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. Halkla ilişkiler kavramını ve halkla ilişkilerin tarihsel gelişimini bilir, 2. Bir halkla ilişkiler uzmanında bulunması gereken nitelikleri bilir, 3. Halkla ilişkilerin ilkelerini bilir, 4. Halkla ilişkiler ve medya ilişkisini bilir, 5. Halkla ilişkilere yakın kavramların halkla ilişkiler ile farkını kavrar, disiplinler arası çalışma yapar. | | | | | | | Dersin İçeriği | Bu ders, halkla ilişkilerin tanımı, tarihi süreç içerisindeki gelişimi, halkla ilişkiler modelleri, halkla ilişkilerin diğer disiplinlerle ilişkisi, halkla ilişkilerin uygulama aşamaları, halkla ilişkilerin medyayla ilişkisinin anlaşılması, basın bülteni, haber yazımı özelikleri, halkla ilişkilerde kriz yönetimi, halkla ilişkilerde etkinlik ve organizasyon düzenleme, halkla ilişkiler uzmanında bulunması gereken özellikler ile halkla ilişkilerde etik konularını kapsar. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Bir Kavram Olarak Halkla İlişkiler | | | | | | | 2 | Halkla İlişkilerin Tarihçesi | | | | | | | 3 | Halkla İlişkiler ve Benzer Alanlar | | | | | | | 4 | Halkla İlişkiler Mesleği ve Gerekleri | | | | | | | 5 | Halkla İlişkilerde Stratejik Yönetim | | | | | | | 6 | Halkla İlişkilerde Kullanılan Ortam ve Araçlar | | | | | | | 7 | Halkla İlişkiler Modelleri, Kurum İçi ve Kurum Dışı Halkla İlişkiler | | | | | | | 8 | Pazarlama Amaçlı Halkla İlişkiler | | | | | | | 9 | Halkla İlişkilerde Stratejik Uygulamaları-Kriz ve İtibar Yönetimi | | | | | | | 10 | Kurumsal Sosyal Sorumluluk- Sponsorluk | | | | | | | 11 | Lobicilik | | | | | | | 12 | Halkla İlişkilere Eleştirel Yaklaşımlar | | | | | | | 13 | Halkla İlişkilerin Reklam, Propaganda ve Rıza Üretimiyle İlişkisi | | | | | | | 14 | Halkla İlişkilerde Yönteme İlişkin Eleştiriler | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** |  |  | | --- | | Erdoğan, İ. (2009). *Teori ve Pratikte Halkla İlişkiler*. Erk Yayınları.  Davis, A. (2006*). Halkla İlişkilerin ABC’si*. MediaCat Yayınları.  Özgür, Z.A. (2018). *Halkla İlişkiler*. Anadolu Üniversitesi Yayınları. | | **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 | | 3 | 2 | | - | 3 | | 2 | - | | 3 | 3 | | 3 | | **ÖÇ2** | 4 | | 3 | 2 | | - | 3 | | 2 | - | | 3 | 3 | | 3 | | **ÖÇ3** | 4 | | 3 | 2 | | - | 4 | | 2 | - | | 3 | 3 | | 3 | | **ÖÇ4** | 5 | | 3 | 5 | | - | 3 | | 2 | - | | 3 | 3 | | 3 | | **ÖÇ5** | 4 | | 3 | 2 | | - | 4 | | 2 | - | | 3 | 3 | | 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 İlişkilere Giriş | 4 | 3 | 3 | - | 4 | 2 | - | 3 | 3 | 3 | |