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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Halkla İlişkilerde Yeni İletişim Teknikleri** | | 2206313 | 3 | 4+0 | 4 | 4 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Tarihsel süreç içinde teknolojinin gelişimi ve etkisi yanında özellikle halkla ilişkiler alanına yönelik uygulamalar ele alınacaktır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. Sosyal medyayı tanımlar. 2. Halkla ilişkilerin yeni iletişim teknolojileriyle ilişkisini bilir. 3. Online itibar yönetimini kavrar. 4. Online kriz yönetimini bilir. | | | | | | | Dersin İçeriği | Bu ders; sosyal medya ve halkla ilişkilerde değişen medya anlayışı, yeni medya kavramı ve tanımı, sosyal medya platformlarında reklam ve halkla ilişkiler uygulamaları, dijital alanda halkla ilişkiler ve uygulamaları, online itibar yönetimi ve araçları, sosyal medya ve kriz yönetimi, sanal ortamda medya ilişkileri, sosyal medya pazarlaması, halkla ilişkiler ve sosyal medyaya eleştirel bakış açıları, sosyal medya ve etik konularını kapsar. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Sosyal medya ve halkla ilişkilerde değişen medya anlayışı | | | | | | | 2 | Halkla ilişkiler uygulamalarında sosyal medya kullanımı | | | | | | | 3 | Yeni medya kavramı ve tanımı | | | | | | | 4 | Sosyal medya platformlarında reklam ve halkla ilişkiler uygulamaları | | | | | | | 5 | Dijital alanda halkla ilişkiler | | | | | | | 6 | Dijital halkla ilişkiler uygulamaları | | | | | | | 7 | Dijital halkla ilişkiler uygulama örnekleri | | | | | | | 8 | Sosyal ağların halkla ilişkiler aracı olarak kullanılması | | | | | | | 9 | Online itibar yönetimi ve araçlar | | | | | | | 10 | Sosyal medya ve kriz yönetimi | | | | | | | 11 | Sanal ortamda medya ilişkileri | | | | | | | 12 | Sosyal medya pazarlaması | | | | | | | 13 | Halkla ilişkiler ve sosyal medyaya eleştirel bir bakış | | | | | | | 14 | Sosyal medya ve etik | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Güçdemir, Y. (2017) *Halkla İlişkilerde Yeni İletişim Teknolojileri*, İstanbul 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** | 2 | | 2 | 4 | | - | 2 | | 4 | - | | 1 | 2 | | 1 | | **ÖÇ2** | 2 | | 2 | 4 | | - | 2 | | 4 | - | | 1 | 2 | | 1 | | **ÖÇ3** | 4 | | 4 | 4 | | - | 3 | | 4 | - | | 1 | 2 | | 1 | | **ÖÇ4** | 4 | | 4 | 4 | | - | 3 | | 4 | - | | 1 | 2 | | 1 | | **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 İlişkilerde Yeni İletişim Teknikleri | 2 | 3 | 4 | - | 3 | 4 | - | 1 | 2 | 1 | |