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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Halkla İlişkiler** | |  | 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, kurumları ve ilkeleri tanıtılarak, başarılı bir halkla ilişkiler uygulaması için gerekli altyapıyı oluşturmaktır. | | | | | | | 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, disiplinlerarası çalışma yapar | | | | | | | Dersin İçeriği | Halkla ilişkleri tanım kapsam içerik, medya ve halkla ilişkiler, halkla ilişkilerde stratejik yönetim türleri, | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Halkla İlişkiler Kavramı ve Benzer Alanlar | | | | | | | 2 | Halkla İlişkilerin Tarihsel Gelişimi ve İlgili Modeller | | | | | | | 3 | Halkla İlişkiler İletişimi | | | | | | | 4 | Halkla İlişkiler Biriminin Yapısı ve Halkla İlişkiler Ajansları | | | | | | | 5 | Halkla İlişkilerde Stratejik Yönetim: Analiz ve Planlama | | | | | | | 6 | Halkla İlişkilerde Stratejik Yönetim: Uygulama ve Değerlendirme | | | | | | | 7 | Halkla İlişkilerde İç Hedef Kitleye Yönelik Medya ve Araçlar | | | | | | | 8 | Halkla İlişkilerde Dış Hedef Kitleye Yönelik Medya ve Araçlar | | | | | | | 9 | Pazarlama Amaçlı Halkla İlişkiler | | | | | | | 10 | Halkla İlişkilerde Kriz Yönetimi | | | | | | | 11 | Halkla İlişkilerde İtibar Yönetimi | | | | | | | 12 | Halkla İlişkilerde Sosyal Sorumluluk Uygulamaları | | | | | | | 13 | Halkla İlişkilerde Sponsorluk | | | | | | | 14 | Halkla İlişkilerde Lobicilik | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Mengü, S. (2017). *Halkla ilişkilere giriş*, 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** | **PÇ11** | | **ÖÇ1** | 3 | | 3 | 4 | | 2 | 3 | | 3 | 2 | | 3 | 3 | | 2 | 2 | | **ÖÇ2** | 3 | | 3 | 4 | | 2 | 3 | | 3 | 2 | | 3 | 4 | | 2 | 2 | | **ÖÇ3** | 3 | | 3 | 4 | | 2 | 3 | | 3 | 2 | | 3 | 4 | | 2 | 2 | | **ÖÇ4** | 3 | | 3 | 4 | | 2 | 4 | | 3 | 2 | | 3 | 4 | | 2 | 2 | | **ÖÇ5** | 3 | | 3 | 5 | | 2 | 4 | | 3 | 3 | | 3 | 3 | | 2 | 2 | | **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** | **PÇ11** | | Halkla İlişikler | 3 | 3 | 4 | 2 | 3 | 3 | 2 | 3 | 4 | 2 | 2 | |