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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Halkla İlişkiler** | |  | 2 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Alan Seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Halkla İlişkiler’in esaslarını, çalışma prensiplerini, halkla ilişkiler etiğini bilmek. Bir kuruluşun halkla ilişkiler etkinliklerini yönetebilmek, sosyal medyada halkla ilişkiler eseslarını uygulayabilmek. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. Halkla ilişkilerin amaç, işlev ve kapsamını farklı modeller ve roller bağlamında bilir. 2. Halkla İlişkilerde kriz, imaj ve ilişki yönetimini bilir. 3. Halkla İlişkiler etkinliklerinin yönetimi hakkında bilgi sahibi olur. 4. Sosyal Medyanın halkla ilişkiler amacıyla kullanılması konusunda bilgi sahibi olur. 5. Halkla İlişkiler ve Sosyal Medyada Etiğin önemini bilir. | | | | | | | Dersin İçeriği | Halkla İlişkiler’in tanımı, tarihi ve farklı halkla ilişkiler faaliyetlerinin yürütülmesi süreçlerini içerir. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Hafta Halkla İlişkilere Giriş | | | | | | | 2 | Kurum İçi Halkla İlişkiler ve Çalışan İlişkileri | | | | | | | 3 | Kültürlerarası İletişim ve Halkla İlişkiler | | | | | | | 4 | Halkla İlişkiler ve İmaj Yönetimi | | | | | | | 5 | Halkla İlişkiler ve Kriz Yönetimi | | | | | | | 6 | Kamu Sektöründe Halkla İlişkiler | | | | | | | 7 | Halkla İlişkilerde İlişki Yönetimi | | | | | | | 8 | Halkla İlişkiler ve Marka İletişimi Yönetimi | | | | | | | 9 | Kurumsal Sosyal Sorumluluk | | | | | | | 10 | Etkinlik Yönetimi | | | | | | | 11 | Halkla İlişkilerde Sosyal Medya Yönetimi | | | | | | | 12 | Online İtibar Yönetimi ve Araçları | | | | | | | 13 | Sosyal Medyada Kriz Yönetimi | | | | | | | 14 | Sosyal Medya ve Halkla İlişkilerde Etik | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Mengü. S.,Prof. Dr. (Editör) (2020), Halkla İlişkiler, İstanbul. İstanbul Üniversitesi Açık ve Uzaktan Öğretim Fakültesi Yayını  Güçdemir. Y., Prof. Dr. (Editör) (2020), Halkla İlişkilerde Yeni İletişim Teknolojiler.İstanbul, İstanbul Üniversitesi Açık ve Uzaktan Öğretim Fakültesi Yayını  Tokgöz. N., Doç. Dr. (Editör) (2018), Halkla İlişkiler Yönetimi, Eskişehir, Anadolu Üniversitesi Açık Öğretim Fakültesi Yayını | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM KAZANIMLARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | | | |  | **PÇ1** | **PÇ2** | | **PÇ3** | **PÇ4** | | **PÇ5** | **PÇ6** | | **PÇ7** | **PÇ8** | | **PÇ9** | **PÇ10** | | **PÇ11** | **PÇ12** | | **ÖÇ1** | 1 |  | | 3 | 3 | |  | 3 | | 3 | 4 | | 1 | 2 | | 1 | 1 | | **ÖÇ2** | 2 | 1 | | 3 | 3 | |  | 3 | | 5 | 3 | | 1 | 1 | | 1 | 1 | | **ÖÇ3** |  |  | | 4 | 4 | |  | 2 | | 3 | 4 | | 1 | 1 | | 1 |  | | **ÖÇ4** | 3 | 1 | | 4 | 4 | | 1 | 3 | | 3 | 3 | | 2 | 1 | | 3 | 2 | | **ÖÇ5** | 3 | 1 | | 4 | 4 | | 1 | 3 | | 3 | 4 | | 1 | 2 | | 1 | 4 | | **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** | **PÇ12** | | Halkla İlişkiler | 2 | 1 | 4 | 4 |  | 3 | 3 | 4 | 1 | 1 | 1 | 2 | |