

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
BASIC CONCEPTS in PUBLIC RELATIONS	HIT1127870	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	Short Cycle (Associate's Degree)				
Course Type	Required				
Course Coordinator	Lect. Emine AKBAŞ DEMİRKAN				
Name of Lecturer(s)	Lect. Emine AKBAŞ DEMİRKAN				
Assistant(s)					
Aim	The course aims to provide theoretical and practical skills that can be used in business life to the public relations advisors needed by the institutions.				
Course Content	This course contains; What are the relations with the people? What are the functions of the Public Relations department in the institutions? What are the areas of activity of Public Relations Graduates?, Historical Development of Public Relations, Public Relations Models, Methods used in public relations, Corporate Unit Or Consultant Agency?, Target Group in Public Relations, Public Relations Management and Campaign Process, Corporate Social Responsibility, Crisis Management, Crisis Communication and Public Relations, Corporate Identity, Reputation Management and Public Relations, International Communication, Public Relations and New Media, Sponsorship, Case Study.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Can choose target group in public relations activity			1, 18, 2	C, D	
1.1. Public relations open up the internal and external target groups in their activities.			1, 10, 2	C, D	
1.2. Discusses the reasons for determining the target audience.			1, 10	C, D	
1.3. They interpret the results of determining the target audience.			1, 10, 2	A, B	
2. Will be able to evaluate crisis management.			1, 12, 18, 2	A, C	
2.1. Defines the crisis.			1, 2, 3	A, C	
2.2. Categorize the factors that bring the crisis to the scene.			1, 10, 15	A, C	
2.3. Crisis management sequences the steps.			1, 15, 16	A, C, D	
3. They will be able to prepare campaigns.			1, 16, 18	C, D	
3.1. Public Relations person manage the steps of the campaign.			1, 15, 16, 18	A, C, D	
3.2. The total information compares the available with positions in the total.			1, 17, 2	B, C	
3.3. Relations with the public reveal the importance of their campaign.			1, 12, 16, 17	A, C, D	
Teaching Methods	1: Lecture, 10: Brainstorming, 12: Case study, 15: Problem solving, 16: Project Based Learning, 17: Reflective Thinking, 18: Case Study, 2: Question - Answer, 3: Discussion				
Assessment Methods	A: Written Exam, B: Oral Exam, C: Homework, D: Project / Design				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	What are the relations with the people? What are the functions of the Public Relations department in the institutions? What are the areas of activity of Public Relations Graduates?				
2	Historical Development of Public Relations, Public Relations Models				
3	Methods used in public relations				
4	Corporate Unit Or Consultant Agency?				
5	Target Group in Public Relations				
6	Public Relations Management and Campaign Process				
7	Corporate Social Responsibility				
8	Crisis Management, Crisis Communication and Public Relations				
9	Corporate Identity				
10	Reputation Management and Public Relations				
11	International Communication				
12	Public Relations and New Media				
13	Sponsorship				
14	Case Study				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources

Course slides, Recommended resource books, Sample communication studies. Filiz Balta Peltekoğlu "What are Public Relations?" BETA Printing Publication ISBN 6053330646,