

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

STRATEGIC PUBLIC RELATIONS

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
STRATEGIC PUBLIC RELATIONS	HR3279460	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Şifa ELCİL				
Name of Lecturer(s)	Assist.Prof. Şifa ELCİL				
Assistant(s)	Dr. Şifa ELCİL				
Aim	Fulfilling an accumulation of knowledge related to the function of strategic management process in public relations, strategic management activities and formation of the idea of strategic management. Attendance to 70% of the course is compulsory.				
Course Content	This course contains; Vision, mission and strategy concepts ,Strategic management process,The phase of case analysis ,The step for the determination and development of strategies ,Strategic analysis in public relations ,Analysis of organization, financial structure, human resources and marketing factors ,Economic, technological, political, socio-cultural environments and competition analysis, Mid-term. Analysis of natural environment factors ,SWOT,PESTCOM and PEST analyses,Campaign strategy in public relations,Communication strategy,Execution areas of public relations,Risk and event management,Techniques used for measuring the results of public relations activities .				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1 Determines complex communication problems. 2 Analyses strategic management processes. 3 Analyses a case. 4 Develops solution proposal based on researches and facts. 5 Analyzes institutional structuring.			10, 12, 16, 20, 4, 9	A, D, E	
Teaching Methods	10: Discussion Method, 12: Problem Solving Method, 16: Question - Answer Technique, 20: Reverse Brainstorming Technique, 4: Inquiry-Based Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Vision, mission and strategy concepts	Lecture notes			
1	Strategic management process	Lecture notes			
3	The phase of case analysis	Lecture notes			
4	The step for the determination and development of strategies	Lecture notes			
5	Strategic analysis in public relations	Lecture notes			
6	Analysis of organization, financial structure, human resources and marketing factors	Lecture notes			
7	Economic, technological, political, socio-cultural environments and competition analysis	Lecture notes			
8	Mid-term. Analysis of natural environment factors	Lecture notes			
9	SWOT,PESTCOM and PEST analyses	Lecture notes, homework			
10	Campaign strategy in public relations	Lecture notes, homework			
11	Communication strategy	Lecture notes, homework			
12	Execution areas of public relations	Lecture notes, homework			
13	Risk and event management	Lecture notes, homework			
14	Techniques used for measuring the results of public relations activities	Lecture notes, homework			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			
Resources					
1-Ahmet Bülent Göksel, Stratejik Halkla İlişkiler Yönetimi, Nobel yayıncılık, Eylül, 2010 2-Salim Kadıbeşegil, Şimdi Stratejik İletişim Zamanı, Mediacat, Şubat, 2009 3-Ayla Okay/Aydemir Okay, Halkla İlişkiler Kavram, Strateji ve Uygulamaları, Der Yayınları, İstanbul, 2011					