

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

INTRODUCTION to PUBLIC RELATIONS

Syllabus

| Course Description | | | | | |
|---|--|--|-----------------|---------------------------|-------------|
| Name | Code | Semester | T+A Hour | Credit | ECTS |
| INTRODUCTION to PUBLIC RELATIONS | HR1138110 | Fall Semester | 3+0 | 3 | 6 |
| Prerequisites Courses | | | | | |
| Recommended Elective Courses | | | | | |
| Language of Instruction | Turkish | | | | |
| Course Level | First Cycle (Bachelor's Degree) | | | | |
| Course Type | Required | | | | |
| Course Coordinator | Assoc.Prof. Korhan MAVNACIOĞLU | | | | |
| Name of Lecturer(s) | Assoc.Prof. Korhan MAVNACIOĞLU | | | | |
| Assistant(s) | | | | | |
| Aim | It is aimed that the student has knowledge of the following subjects:Role and importance of Public Relations in marketing communications, public relations processes and practices, the historical development of public relations, public relations models and theories, basic concepts of public relations, public relations methods and tools, public relations ethics, media relations. | | | | |
| Course Content | This course contains; The concept and components of Marketing Communication,Public Relations Concept and Historical Development Process ,Public Relations Models ,Basic Concepts of Public Relations,Stakeholders and the target audience in public relations,Public Relations Process: Research-Planning,Public Relations Process: Practice-Evaluation,Public Relations methods and tools-1,Public Relations methods and tools-2,Media relations-Public Relations writing techniques ,Event Design and Management-Sponsorship ,Corporate culture-corporate identity-In house public relations ,Digital Public Relations ,Professional ethics-issue and crisis management. | | | | |
| Course Learning Outcomes | | Teaching Methods | | Assessment Methods | |
| Student who successfully complete the course; | | | | A, E | |
| 1. Understands the role and importance of Public Relations in marketing communications. | | 13, 16, 19, 9 | | | |
| 2. Defines the processes of Public Relations. | | 13, 16, 4, 9 | | | |
| 3. Understand the tools and methods of Public Relations. | | 13, 14, 16, 37, 4, 9 | | | |
| 4. Defines public relations strategies. | | 13, 16, 19, 4, 9 | | | |
| Teaching Methods | 13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 37: Computer-Internet Supported Instruction, 4: Inquiry-Based Learning, 9: Lecture Method | | | | |
| Assessment Methods | A: Traditional Written Exam, E: Homework | | | | |
| Lecture Schedule | | | | | |
| Sequenc e | Topics | Preliminary Preparation | | | |
| 1 | The concept and components of Marketing Communication | Investigation of marketing communication concept | | | |
| 2 | Public Relations Concept and Historical Development Process | Investigation of the concept of public relations | | | |
| 3 | Public Relations Models | Reading the related chapter in the textbook | | | |
| 4 | Basic Concepts of Public Relations | Reading the related chapter in the textbook | | | |
| 5 | Stakeholders and the target audience in public relations | Reading the related chapter in the textbook | | | |
| 6 | Public Relations Process: Research-Planning | Reading the related chapter in the textbook | | | |
| 7 | Public Relations Process: Practice-Evaluation | Reading the related chapter in the textbook | | | |
| 8 | Public Relations methods and tools-1 | Reading the related chapter in the textbook | | | |
| 9 | Public Relations methods and tools-2 | Reading the related chapter in the textbook | | | |
| 10 | Media relations-Public Relations writing techniques | Examination of press release samples | | | |
| 11 | Event Design and Management-Sponsorship | Examination of sponsorship examples | | | |
| 12 | Corporate culture-corporate identity-In house public relations | Examination of corporate identity examples | | | |
| 13 | Digital Public Relations | Examination of digital media examples | | | |
| 14 | Professional ethics-issue and crisis management | Examination of ethical code examples | | | |
| Evaluation Methods | | Weight(%) | | | |
| Midterm Exam | | 40 | | | |
| General Exam | | 60 | | | |

| Resources |
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| Halkla İlişkilere Giriş, Filiz Balta Peltekoğlu, Beta Yayınları, İstanbul, 2016. Halkla İlişkiler Uygulaması, Fraser P. Seitel, Nobel Yayıncılık, Ankara, 2016.Halkla İlişkilere Giriş, Filiz Balta Peltekoğlu, Beta Yayınları, İstanbul, 2016. Halkla İlişkiler Uygulaması, Fraser P. Seitel, Nobel Yayıncılık, Ankara, 2016. İletişimin Gücü, Filiz Balta Peltekoğlu, Beta Yayınları, İstanbul, 2016. Stratejik Halkla İlişkiler Yönetimi, Ahmed Bülent Göksel, Nobel Yayıncılık, Ankara, 2013. Stratejik Halkla İlişkiler Yönetimi, Aylin Göztaş, Füsün Topsümer, Seçkin Yayınları, Ankara, 2012. |