

**School of Communication / Public Relations and Advertising**

**2023 - 2024 Academic Year**

**PUBLIC RELATIONS WORKSHOP**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
PUBLIC RELATIONS WORKSHOP	HR3173670	Fall Semester	1+2	2	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Assist.Prof. Merve YAZIÇI				
<b>Name of Lecturer(s)</b>	Assist.Prof. Merve YAZIÇI				
<b>Assistant(s)</b>					
<b>Aim</b>	The aim of this course is to provide participants with information about the basics of PR strategies and to gain insight into how PR strategies are applied in communication campaigns.				
<b>Course Content</b>	This course contains; Course Introduction,Public Relations and Storytelling,Brand Archetypes,Public Relations Campaign Design,Reputation Management & Online Reputation Management,PR Studies in Crisis Management,Workshops,Workshops,Workshops,Speech Copywriting,Campaign Presentations,Campaign Presentations,Campaign Presentations.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Designs public relations campaigns.			13, 16	A, F	
Determines communication strategies in line with the aims and objectives of the public relations campaign.			9	A, F	
Evaluate the results and effectiveness of the public relations campaign.			13	A, F	
<b>Teaching Methods</b>	13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, F: Project Task				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Course Introduction				
2	Public Relations and Storytelling				
3	Brand Archetypes				
4	Public Relations Campaign Design				
5	Reputation Management & Online Reputation Management				
6	PR Studies in Crisis Management				
7	Workshops				
8	Workshops				
9	Workshops				
10	Speech Copywriting				
11	Campaign Presentations				
12	Campaign Presentations				
13	Campaign Presentations				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>