

Vocational School / Management of Health Facilities

2022 - 2023 Academic Year

PUBLIC RELATIONS in HEALTH CARE

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
PUBLIC RELATIONS in HEALTH CARE	SKİ1263200	Spring Semester	2+0	2	4
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>	Communication				
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	Short Cycle (Associate's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>					
<b>Name of Lecturer(s)</b>	Lect. Mehmet CANITATLI				
<b>Assistant(s)</b>					
<b>Aim</b>	To evaluate the activities and the role of public relations in health organizations.				
<b>Course Content</b>	This course contains; 1.Introduction to public relations,2.Concept of public relations,3.Historical development of public relations,4.Subjects related to public relations,5.Theories of public relations,6.Target group in public relations,7.Campaign in public relations,8.Internal communication,9.Internal public relations,10.The characteristics of a public relations specialist,11.Agencies in public relations,12.Issue management,13.Crisis management,14.Prestige management.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1.Will be able to categorize the target group in public relations activities.			1, 10, 2	A	
1.1.Explain the interior and the exterior target group in public relations activities.			1, 2, 3	A	
1.2.Can debate the reasons of identifying the target group.			1, 10, 2	A	
1.3.Can interpret the effects of not identifying the target group.			1, 10, 3	A	
2.Will be able to evaluate the management of crisis.			1, 10, 3	A	
2.1.Can define the crisis.			1, 10, 3	A	
2.2.Can categorize the reasons of crisis.			1, 10, 3	A	
2.3.Can list the stages of management of crisis.			1, 3	A, B	
3.Will be able to prepare a public relations campaign.			1, 10, 2	A	
3.1.Can list the stages of public relations campaign.			1, 10, 3	A	
3.2.Can compare the methods of gathering information.			1, 10, 2, 3	A	
3.3.Can explain the importance of public relations campaign.			1, 10, 3	A	
<b>Teaching Methods</b>	1: Lecture, 10: Brainstorming, 2: Question - Answer, 3: Discussion				
<b>Assessment Methods</b>	A: Written Exam, B: Oral Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	1.Introduction to public relations	Reading Lecture Notes			
2	2.Concept of public relations	Reading Lecture Notes			
3	3.Historical development of public relations	Reading Lecture Notes			
4	4.Subjects related to public relations	Reading Lecture Notes			
5	5.Theories of public relations	Reading Lecture Notes			
6	6.Target group in public relations	Reading Lecture Notes			
7	7.Campaign in public relations	Reading Lecture Notes			
8	8.Internal communication	Reading Lecture Notes			
9	9.Internal public relations	Reading Lecture Notes			
10	10.The characteristics of a public relations specialist	Reading Lecture Notes			
11	11.Agencies in public relations	Reading Lecture Notes			
12	12.Issue management	Reading Lecture Notes			
13	13.Crisis management	Reading Lecture Notes			
14	14.Prestige management	Reading Lecture Notes			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

**Resources**

Instructor's lecture notes Okay A. & Okay A. Halkla İlişkiler Kavram Strateji ve Uygulamaları, Der Yayınları, İstanbul, 2005.