

Vocational School / Medical Documentation and Secretariat

2023 - 2024 Academic Year

PUBLIC RELATIONS in HEALTH CARE

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
PUBLIC RELATIONS in HEALTH CARE	TDS1263200	Spring Semester	2+0	2	4
Prerequisites Courses					
Recommended Elective Courses	Communication				
Language of Instruction	Turkish				
Course Level	Short Cycle (Associate's Degree)				
Course Type	Required				
Course Coordinator					
Name of Lecturer(s)	Lect. Emine AKBAŞ DEMİRKAN				
Assistant(s)	Yok				
Aim	To evaluate the activities and the role of public relations in health organizations.				
Course Content	This course contains; Introduction to public relations,Concept of public relations,Historical development of public relations,Subjects related to public relations,Theories of public relations,Target group in public relations,Campaign in public relations,Internal communication,Internal public relations,The characteristics of a public relations specialist,Agencies in public relations,Issue management,Crisis management,Prestige management.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1.Will be able to categorize the target group in public relations activities.			16, 9	A	
1.1.Explain the interior and the exterior target group in public relations activities.			10, 16, 9	A	
1.2.Can debate the reasons of identifying the target group.			16, 9	A	
1.3.Can interpret the effects of not identifying the target group.			10, 9	A	
2.Will be able to evaluate the management of crisis.			10, 9	A	
2.1.Can define the crisis.			10, 9	A	
2.2.Can categorize the reasons of crisis.			10, 9	A	
2.3.Can list the stages of management of crisis.			10, 9	A, D	
3.Will be able to prepare a public relations campaign.			16, 9	A	
3.1.Can list the stages of public relations campaign.			10, 9	A	
3.2.Can compare the methods of gathering information.			10, 16, 9	A	
3.3.Can explain the importance of public relations campaign.			10, 9	A	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to public relations	Reading Lecture Notes			
2	Concept of public relations	Reading Lecture Notes			
3	Historical development of public relations	Reading Lecture Notes			
4	Subjects related to public relations	Reading Lecture Notes			
5	Theories of public relations	Reading Lecture Notes			
6	Target group in public relations	Reading Lecture Notes			
7	Campaign in public relations	Reading Lecture Notes			
8	Internal communication	Reading Lecture Notes			
9	Internal public relations	Reading Lecture Notes			
10	The characteristics of a public relations specialist	Reading Lecture Notes			
11	Agencies in public relations	Reading Lecture Notes			
12	Issue management	Reading Lecture Notes			
13	Crisis management	Reading Lecture Notes			
14	Prestige management	Reading Lecture Notes			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

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