

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
MODELS and STRATEGIES of PUBLIC RELATIONS	HR2250550	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. Merve YAZICI				
Name of Lecturer(s)	Assist.Prof. Merve YAZICI				
Assistant(s)					
Aim	This course is aimed student; Is to have a detailed knowledge of the models and strategies of the peoples that constitute the main points of discipline of public relations.				
Course Content	This course contains; Conceptual Framework of Public Relations,Public Relations Models-1,Public Relations Models-2,Excellence in Public Relations Management,Public Relations Theories,Strategic Public Relations Management,Strategic Public Relations Process,Strategic Communication Plan (SIP),Strategic Public Relations Practices-1,Strategic Public Relations Practices-2,Analysis of Public Relations Campaigns in terms of Public Relations Models,Examination of Case Studies Public Relations Strategies,Project Presentations,Project Presentations-General Evaluation.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Explain functions of public relations models.			10, 13, 16, 9	A, E, G	
2. Define objectives and strategy of public relations.			10, 13, 16, 9	A, E, G	
3. Plan public relations campaign strategies.			10, 13, 16, 9	A, E, G	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework, G: Quiz				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Conceptual Framework of Public Relations	Reading a book chapter on the subject			
2	Public Relations Models-1	Reading a book chapter on the subject			
3	Public Relations Models-2	Reading a book chapter on the subject			
4	Excellence in Public Relations Management	Reading a book chapter on the subject			
5	Public Relations Theories	Reading a book chapter on the subject			
6	Strategic Public Relations Management	Reading a book chapter on the subject			
7	Strategic Public Relations Process	Reading a book chapter on the subject			
8	Strategic Communication Plan (SIP)	Reading a book chapter on the subject			
9	Strategic Public Relations Practices-1	Case study			
10	Strategic Public Relations Practices-2	Case study			
11	Analysis of Public Relations Campaigns in terms of Public Relations Models	Lectures notes/ Case study			
12	Examination of Case Studies Public Relations Strategies	Assignment			
13	Project Presentations	Assignment			
14	Project Presentations-General Evaluation	Assignment			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Stratejik Halkla İlişkiler Yönetimi, Aylin Göztaş ve Füsun Topsümer, Seçkin Yayınları, Ankara, 2012.Halkla İlişkiler ve İletişim Yönetiminde Mükemmellik, James Grunig, Rota Yayınları, İstanbul, 2005. Stratejik Halkla İlişkiler Uygulamaları, Ahmet Bülend Göksel, Nobel Yayınları, Ankara, 2013.