

**School of Communication / Public Relations and Advertising (English)**

**2023 - 2024 Academic Year**

**MODELS and STRATEGIES of PUBLIC RELATIONS**

**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>
MODELS and STRATEGIES of PUBLIC RELATIONS	PR2273420	Spring Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Assoc.Prof. Yeşim ESGİN				
<b>Name of Lecturer(s)</b>	Assoc.Prof. Yeşim ESGİN				
<b>Assistant(s)</b>	Assoc. Prof. Yeşim Esgin				
<b>Aim</b>	The aim of the course is provide a detailed knowledge about the basic models of public relations discipline and how to develop public relation strategies to students.				
<b>Course Content</b>	This course contains; Introduction to the course, its system and overview of course syllabus,Conceptual Framework of Public Relations,Public Relations Models and examples,Public Relations Models and examples,Excellence Theory in Public Relations ,Integrated Marketing Communication,The role of Public Relations in IMC,Strategical Planning Process,Strategical Planning Process,Strategical Communication Plan,Project Plan/Project Execution Plan,Analysis/Evaluation of PR Campaigns,Strategic PR Projects/Presentations,Strategic PR Projects/Presentations.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1. Explain functions of public relations models.			16, 9	E	
2. Define public relation strategies.			13, 19, 21		
3. Plan public relations campaign strategies.			8	G	
<b>Teaching Methods</b>	13: Case Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 21: Simulation Technique, 8: Flipped Classroom Learning, 9: Lecture Method				
<b>Assessment Methods</b>	E: Homework, G: Quiz				
<b>Lecture Schedule</b>					
<b>Sequenc e</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introduction to the course, its system and overview of course syllabus				
2	Conceptual Framework of Public Relations				
3	Public Relations Models and examples				
4	Public Relations Models and examples				
5	Excellence Theory in Public Relations				
6	Integrated Marketing Communication				
7	The role of Public Relations in IMC				
8	Strategical Planning Process				
9	Strategical Planning Process				
10	Strategical Communication Plan				
11	Project Plan/Project Execution Plan				
12	Analysis/Evaluation of PR Campaigns				
13	Strategic PR Projects/Presentations				
14	Strategic PR Projects/Presentations				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>
Lecture Notes: Tench R., Yeomans L. (2017) Exploring Public Relations/ Global Strategic Communication,Edinburg Gate UK:Pearson Education Baines P. (2011) Public Relations Contemporary Issues and Techniques.New York: Routledge.