

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
COPYWRITING for PUBLIC RELATIONS II	HİT2210971	Spring Semester	3+0	3	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	Short Cycle (Associate's Degree)				
Course Type	Required				
Course Coordinator	Lect. Sonia LOTFI				
Name of Lecturer(s)	Lect. Mustafa ÇİTACI				
Assistant(s)					
Aim	It aims to provide the knowledge and skills that can be competent in writing technical texts related to the field in organizations serving in the field of Public Relations.				
Course Content	This course contains;				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
			1, 2, 4	C, E	
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Teaching Methods	1: Lecture, 2: Question - Answer, 4: Exercise, Practice				
Assessment Methods	C: Homework, E: Quiz				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
1.Medyada Metin Yazarlığı / İstanbul Üniversitesi AUZEF 2.Halkla İlişkiler Yazarlığı/Anadolu Üniversitesi 3. Sanal Ortamda Halkla İlişkiler/ Beta Yayınları 4. Markanız İçin İnterneti Nasıl Kullanmalısınız? / Gary Vaynerchuk 5. http://www.megep.meb.gov.tr/mte_program_modul/moduller_pdf/Halkla%20İli%59Fkilerde%20Yaz%C4%B1%C4%B1%20Ara%C3%A7lar.pdf