Vocational School of Social Sciences / Public Relations and Advertising

2022 - 2023 Academic Year

COPYWRITING for PUBLIC RELATIONS I

Syllabus

Course Description					
Name	**Code**	**Semester**	**T+A Hour**	**Credit**	**ECTS**
COPYWRITING for PUBLIC RELATIONS I	HİT2110969	Fall 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. Emine AKBAŞ DEMİRKAN
Name of Lecturer(s)	
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
	1, 2	C, E

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%20Ili%C5%9Fkile rde%20Yaz%C4%B1l%C4%B1%20Ara%C3%A7lar.pdf