

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

PUBLIC RELATIONS and ADVER. PRAC. in NEW MEDIA

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
PUBLIC RELATIONS and ADVER. PRAC. in NEW MEDIA	HR2152560	Fall Semester	1+2	2	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Asena TEMELLİ COŞGUN				
Name of Lecturer(s)	Assist.Prof. Asena TEMELLİ COŞGUN				
Assistant(s)					
Aim	The aim of the course is to provide detailed information about new media in order to use new media effectively in marketing communication projects.				
Course Content	This course contains; New Media Concept and Scope, Features of New Media, The Nature and Characteristics of New Media, The Definition, Nature, and Position of Public Relations: Literature-Related Evaluations - Classical Public Relations Applications, The Social Media Platforms and Their Usage, Social Media Platforms and Content Creation, Storytelling: Brand Archetypes, In New Media, Public Relations Applications: Corporate Social Responsibility and Sponsorship, Public Relations Applications in New Media: Reputation Management and Crisis Management, The Preparation of Information and Presentation Lists for a Project Assignment on Public Relations Applications in New Media, Student Presentations on Public Relations Applications in New Media - Case Studies, Student Presentations on Public Relations Applications in New Media - Case Studies, Student Presentations on Public Relations Applications in New Media - Case Studies, Student Presentations on Public Relations Applications in New Media - Case Studies, Student Presentations on Public Relations Applications in New Media - Case Studies, Case Study Analyses and Overall Evaluation.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Explain the functions of new media platforms.			9	A	
2. Design new media-oriented public relations and advertising projects.			13, 5, 9	F	
3. Organize content production and management for the new media.			13, 5, 9	F	
4. Provide communication with target groups via new media.			13, 5, 9	F	
Teaching Methods	13: Case Study Method, 5: Cooperative Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	New Media Concept and Scope, Features of New Media	Reading relevant documents/lecture notes			
2	The Nature and Characteristics of New Media	Reading relevant documents/lecture notes			
3	The Definition, Nature, and Position of Public Relations: Literature-Related Evaluations - Classical Public Relations Applications	Reading relevant documents/lecture notes			
4	The Social Media Platforms and Their Usage	Gary Vaynerchuck- Rakibini Yere Ser: Sosyal Medya Çağında Hikaye Anlatmak Oğuzhan Saruhan-Sosyal Medya Canavarı Olmak İster Misin?			
5	Social Media Platforms and Content Creation, Storytelling: Brand Archetypes	Gary Vaynerchuck- Rakibini Yere Ser: Sosyal Medya Çağında Hikaye Anlatmak Oğuzhan Saruhan-Sosyal Medya Canavarı Olmak İster Misin? Reading relevant documents/lecture notes			
6	In New Media, Public Relations Applications: Corporate Social Responsibility and Sponsorship	Aybike Özel-Nuray Sert Dijital Halkla İlişkiler Dijital Dünyada Halkla İlişkiler Nural İmik Tanyıldızı Reading relevant documents/lecture notes			
7	Public Relations Applications in New Media: Reputation Management and Crisis Management	Murat Koçyiğit Dijital Halkla İlişkiler ve Online Kurumsal İtibar Yönetimi Aybike Özel-Nuray Sert Dijital Halkla İlişkiler Dijital Dünyada Halkla İlişkiler Nural İmik Tanyıldızı Reading relevant documents/lecture notes			
8	The Preparation of Information and Presentation Lists for a Project Assignment on Public Relations Applications in New Media	Reading relevant documents/lecture notes			
9	Student Presentations on Public Relations Applications in New Media - Case Studies	The review of the relevant document/lecture notes			
10	Student Presentations on Public Relations Applications in New Media - Case Studies	The review of the relevant document/lecture notes			
11	Student Presentations on Public Relations Applications in New Media - Case Studies	The review of the relevant document/lecture notes			
12	Student Presentations on Public Relations Applications in New Media - Case Studies	The review of the relevant document/lecture notes			
13	Student Presentations on Public Relations Applications in New Media - Case Studies	The review of the relevant document/lecture notes			
14	Case Study Analyses and Overall Evaluation				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

School of Communication / Public Relations and Advertising
2023 - 2024 Academic Year
PUBLIC RELATIONS and ADVER. PRAC. in NEW MEDIA
Syllabus

Resources

Guy Kawasaki Sosyal Medya Sanatı
Aybike Özel-Nuray Sert Dijital Halkla İlişkiler
Murat Koçyiğit Dijital Halkla İlişkiler ve Online Kurumsal İtibar Yönetimi
Gary Vaynerchuck- Rakibini Yere Ser: Sosyal Medya Çağında Hikaye Anlatmak.
Oğuzhan Saruhan-Sosyal Medya Canavarı Olmak İster Misin?
Ders Makaleleri
Önerilen Tez Çalışmaları
Öğretim Elemanının Notları

1. Dijital Çağda İçerik Yönetiminin Kuralları, Ann Handley ve C. C. Chapman, Mediacat Yayınları, İstanbul, 2012.
2. Dijital Çağda Pazarlama ve Halkla İlişkiler The Business of Influence, THY Yayınları, İstanbul, 2011.
3. Sosyal Medya Pazarlama, İbrahim Kircova, Ebru Enginkaya, Beta Yayınları, İstanbul, 2015.