

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

MEDIA RELATIONS in PUBLIC RELATIONS

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
MEDIA RELATIONS in PUBLIC RELATIONS	HR4214892	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. Esra OĞUZHAN				
Name of Lecturer(s)	Assist.Prof. Esra OĞUZHAN				
Assistant(s)					
Aim					
Course Content	This course contains; .				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Teaching Methods					
Assessment Methods					
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			
Resources					