

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

TOTAL QUALITY MANAGEMENT

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
TOTAL QUALITY MANAGEMENT	HR4210504	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Şifa ELCİL				
Name of Lecturer(s)	Assist.Prof. Şifa ELCİL				
Assistant(s)	Dr. Şifa ELCİL				
Aim	The aim of this course is to adopt the total quality approach, which is adopted as the main way to reach the menu away from international production and service institutions, public institutions and formations not connected to profit targets and to internalize them with different corporate practices.Attendance to 70% of the course is compulsory.				
Course Content	This course contains; Understands the institutional importance of total quality management.,Customer focus on total quality management,Quality of product and service quality in achieving excellence,Total quality oriented vision and mission,Price of model and enterprise value,Quality models in public relations,Quality models in public relations,Total quality management in public relations activities and strategies,Total quality management in public relations activities and strategies 2,Quality in corporate communication,The importance of continuous improvement and development in increasing efficiency in corporate communication,Quality and Innovation: Transforming creativity into profitability,Corporate quality and implementation,Evaluation / Repetition.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
At the end of this course, the student will; 1. Understands the institutional importance of total quality management.2. Quality and public relations quality models at an internal level.3. Experiences excellence and process management in Customer Service, product and service delivery.4. Understands the importance of quality philosophy in corporate communication processes.5. Evaluate the excellent public relations practices.			10, 16, 19, 4, 9	A, D, E	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 4: Inquiry-Based Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Understands the institutional importance of total quality management.	Lecture notes			
2	Customer focus on total quality management	Lecture notes			
3	Quality of product and service quality in achieving excellence	Lecture notes			
4	Total quality oriented vision and mission	Lecture notes			
5	Price of model and enterprise value	Lecture notes			
6	Quality models in public relations	Lecture notes			
7	Quality models in public relations	Lecture notes			
8	Total quality management in public relations activities and strategies	Lecture notes			
9	Total quality management in public relations activities and strategies 2	Lecture notes, homework			
10	Quality in corporate communication	Lecture notes, homework			
11	The importance of continuous improvement and development in increasing efficiency in corporate communication	Lecture notes, homework			
12	Quality and Innovation: Transforming creativity into profitability	Lecture notes, homework			
13	Corporate quality and implementation	Lecture notes, homework			
14	Evaluation / Repetition	Lecture notes			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
İbrahim Kavrakoğlu, Toplam Kalite Yönetimi, İstanbul, Kalder, 1998.
Muhittin Şimşek, Toplam Kalite Yönetimi, İstanbul, Alfa, 2002.
Aylin Göztaş & E. Pelin Baytekin, Kalite Yolculuğunda Halkla ilişkiler, İstanbul, Nobel, 2009.