

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

PUBLIC RELATIONS WORKSHOP

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
PUBLIC RELATIONS WORKSHOP	PR311.0507	Fall Semester	1+2	2	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assoc.Prof. Yeşim ESGİN				
Name of Lecturer(s)	Assoc.Prof. Yeşim ESGİN				
Assistant(s)	Assoc.Prof. Yeşim Eşgin				
Aim	The aim of this course is to provide students core elements of PR and allows participants to gain insight about applying PR strategies into communication campaigns.				
Course Content	This course contains; Introduction to PR Workshop,Storytelling in PR,Brand Archetypes / Personnas ,Project / PR Campaign Design,Reputation Management & ORM ,Public Relations in Crisis ,LAB / Application Hours,LAB / Application Hours,LAB / Application Hours,LAB / Application Hours,Speechwriting ,In-Class Prep For Final Presentations I,In-Class Prep For Final Presentations II,In-Class Final Project Presentations III.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
After completing this course, students will: • Understand the elements of PR strategies• Have knowledge about how PR works with the business concepts • Gain basic insight about storytelling, reputation management, PR Crisis• Understand the general principles of how PR Campaigns work• Have knowledge about speechwriting			13, 16, 19, 4, 5	A, F	
Teaching Methods	13: Case Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 4: Inquiry-Based Learning, 5: Cooperative Learning				
Assessment Methods	A: Traditional Written Exam, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
0	Introduction to PR Workshop	Examining the course materials is advisable.			
0	Storytelling in PR	Key concepts must be comprehended.			
0	Brand Archetypes / Personnas	It is necessary to search relevant literature.			
0	Project / PR Campaign Design	Previous topics should be reinforced.			
0	Reputation Management & ORM	Discussion topics should be reviewed.			
0	Public Relations in Crisis	The articles listed should be read.			
0	LAB / Application Hours	Course materials should be re-examined.			
0	LAB / Application Hours	Questions should be directed to the instructor.			
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0	Speechwriting	Key concepts must be comprehended.			
0	In-Class Prep For Final Presentations I	Project topics should be researched to prepare for the presentation.			
0	In-Class Prep For Final Presentations II	II-The presentation preparation must be completed and presented in class			
0	In-Class Final Project Presentations III	A general review should be done, and final questions should be asked.			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Lecture Notes