

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

STRATEGIC PUBLIC RELATIONS

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
STRATEGIC PUBLIC RELATIONS	PR3210522	Spring Semester	3+0	3	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 Esgin				
Aim	The aim of the course is provide a detailed knowledge about the basic models of public relations discipline and how to develop public relation strategies to students.				
Course Content	This course contains; PR in 21st century: Introduction to Strategic Communication Management ,Strategy & Tactics,The Level of Effects for Strategic Communication,Setting Goals and Objectives in PR campaigns I,Setting Goals and Objectives in PR campaigns II,Corporate Social Responsibility,Sponsorship and Event Management & Discussion Session,Crisis & Issue Management,Target, Strategy and Tactics,Strategic Communication Plan I,Strategic Communication Plan II,Strategic Plan Evaluation I,Strategic Plan Evaluation II,In-Class Group Presentations.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Explain PR models and strategies.			10, 6, 9		
Design strategic communication plan			9		
Explain functions of PR models.			16, 9	E	
Plan strategic PR campaign			8	G	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 6: Experiential Learning, 8: Flipped Classroom Learning, 9: Lecture Method				
Assessment Methods	E: Homework, G: Quiz				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	PR in 21st century: Introduction to Strategic Communication Management	Examining the course materials is advisable.			
2	Strategy & Tactics	Key concepts must be comprehended.			
3	The Level of Effects for Strategic Communication	It is necessary to search relevant literature.			
4	Setting Goals and Objectives in PR campaigns I	The articles listed should be read.			
5	Setting Goals and Objectives in PR campaigns II	Questions should be directed to the instructor.			
6	Corporate Social Responsibility	Discussion topics should be reviewed.			
7	Sponsorship and Event Management & Discussion Session	Questions should be directed to the instructor.			
8	Crisis & Issue Management	The articles listed should be read.			
9	Target, Strategy and Tactics	Previous topics should be reinforced.			
10	Strategic Communication Plan I	It is necessary to search relevant literature.			
11	Strategic Communication Plan II	Course materials should be re-examined.			
12	Strategic Plan Evaluation I	Must participate in group activities.			
13	Strategic Plan Evaluation II	The presentation preparation must be completed and presented in class			
14	In-Class Group Presentations	A general review should be done, and final questions should be asked.			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			
Resources					
Theaker A. (2018) The Public Relations Strategic Toolkit.New York: Routledge.Lecture Notes: Çınarlı, İ. (2009). Stratejik İletişim Yönetimi. İstanbul: Beta Yayınevi. Peltekoğlu, F. B. (2012). Halkla İlişkiler Nedir? (7 ed.). İstanbul: Beta Yayınevi. Baines P. (2011) Public Relations Contemporary Issues and Techniques.New York: Routledge.					