

**School of Communication / Public Relations and Advertising (English)**

**2023 - 2024 Academic Year**

**PUBLIC RELATIONS COPYWRITING**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
PUBLIC RELATIONS COPYWRITING	PR2173280	Fall Semester	1+2	2	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Assoc.Prof. Bilge KARAMEHMET ALTUNTAŞ				
<b>Name of Lecturer(s)</b>	Lect.Dr. Koktay Irmak KÖSEOĞLU				
<b>Assistant(s)</b>	Lec. Dr. Irmak Köseoğlu				
<b>Aim</b>	The aim of this course is to provide the student with a detailed knowledge of writing in public relations.				
<b>Course Content</b>	This course contains; Introduction and course overview. Public relations writing and the writer,Public relations and the writer: definition and roles,The writing process,Writing for traditional media and social media,News releases,Writing for select publics; memos, letters, reports and proposals,Guest speaker,Writing for advertising copy, newsletters, brochures, magazines Quiz or a homework,Writing for advertising copy, newsletters, brochures, magazines Quiz or a homework,Effective speeches, presentations,Crisis communication A Homework,New Media, web sites A quiz or a homework,Student presentations ,Student presentations.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1. Define what public relations writing does in a variety of organizational contexts.			13, 9	A	
2. Define the elements of public relations writing.			13, 9	A	
3. Develop a strong sense of how to edit well under time constraints.			13, 6, 9	A, F	
4. Design persuasive text			10, 13, 6, 9	A, F	
5. Design press release.			10, 13, 6, 9	A, F	
<b>Teaching Methods</b>	10: Discussion Method, 13: Case Study Method, 6: Experiential Learning, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, F: Project Task				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introduction and course overview. Public relations writing and the writer	Related reading			
2	Public relations and the writer: definition and roles	Public Relations Writing Form & Style: Part 1, Pages: 1-57 Public Relations Writing Strategies and Structure: Pages :2-4,10			
3	The writing process	Becoming a Public Relations Writer Pages: 61-92 Public Relations Writing Form & Style: Pages: 59-147			
4	Writing for traditional media and social media	Public Relations Writing Form & Style: Sayfa: 149-18			
5	News releases	Becoming a Public Relations Writer Pages: 122-186 Effective Writing Skills for Public Relations: Pages: 99-123 The PR Style Guide Third Edition Pages: 137-147			
6	Writing for select publics; memos, letters, reports and proposals	Public Relations Writing Form & Style: Pages: 212-263			
7	Guest speaker	Related reading			
8	Writing for advertising copy, newsletters, brochures, magazines Quiz or a homework	Related reading			
9	Writing for advertising copy, newsletters, brochures, magazines Quiz or a homework	Public Relations Writing Form & Style: Pages: 264-349			
10	Effective speeches, presentations	Public Relations Writing Form & Style: Pages: 350-367 Becoming a Public Relations Writer Pages: 346-366			
11	Crisis communication A Homework	Public Relations Writing Form & Style: Pages: 370-386			
12	New Media, web sites A quiz or a homework	The PR Style Guide Third Edition Pages: 102-112, 193-203 Effective Writing Skills for Public Relations: Pages: 184-204			
13	Student presentations	Students will do presentations about news releases. News releases will be about a specific sector and brands according to a chosen topic. Students may write about a launch, mergers and acquisitions, social responsibility, event management, crisis management etc.			
14	Student presentations	Students will do presentations about news releases. News releases will be about a specific sector and brands according to a chosen topic. Students may write about a launch, mergers and acquisitions, social responsibility, event management, crisis management etc.			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>	
1. Public Relations Writing Form & Style, Doug Newsom, Jim Haynes, 9th Edition, International Edition.	
2. Public Relations Writing Strategies and Structure, Doug Newsom, Jim Haynes, 11th Edition.	
3. The PR Style Guide, Formats or Public Relations Practice, Barbara Diggs-Brown, 3rd Edition1- Becoming a Public Relations Writer, Ronald D. Smith, 2nd Edition.	
2- Effective Writing Skills for Public Relations, John Foster, 4th Edition.	