

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

INTRODUCTION to PUBLIC RELATIONS

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTRODUCTION to PUBLIC RELATIONS	PR1138280	Fall Semester	3+0	3	6
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Prof.Dr. Ayşen AKYÜZ				
Name of Lecturer(s)	Assist.Prof. Gabriela Oana OLARU				
Assistant(s)					
Aim	The aim of this course is to provide students core elements of Public Relations and to introduce PR management to them. The course allows participants to gain insight about PR, MPR, stakeholders, Corporate Identity, Digital PR, CSR, ORM, Crisis Management and basic functions of Corporate Communications.				
Course Content	This course contains; Introduction to PR,Public Relations & Marketing PR,Stakeholder Theory / External & Internal Stakeholders,Corporate Identity & Image,Running a PR Campaign & Functions of Agency,Planning a PR Campaign,Digital PR & Case Studies,Social CRM,Reputation Management & ORM,Corporate Social Responsibility,Sponsorship & Event Management ,Crisis & Issues Management,PR & Persuasion ,Course Wrap-Up.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Comprehend the concept of Public relations			13, 16, 9	A	
List the elements of public relations.			13, 16, 9	A	
Explain the basic principles of public relations.			13, 16, 9	A	
Comprehend the public relations practices.			13, 16, 9	A	
Recognize the public relations tools.			13, 16, 9	A	
Use the public relations tools.			13, 16, 9	A	
Comprehend the evaluation and the use of communications strategies to achieve organizational goals.			13, 16, 9	A	
Design public relations strategies to achieve organizational goals and solve real-time problems.			13, 16, 9	A	
Teaching Methods	13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to PR	Reading relevant chapter and lecture notes			
2	Public Relations & Marketing PR	Reading relevant chapter and lecture notes			
3	Stakeholder Theory / External & Internal Stakeholders	Reading relevant chapter and lecture notes			
4	Corporate Identity & Image	Reading relevant chapter and lecture notes			
5	Running a PR Campaign & Functions of Agency	Reading relevant chapter and lecture notes			
6	Planning a PR Campaign	Reading relevant chapter and lecture notes			
7	Digital PR & Case Studies	Reading relevant chapter and lecture notes			
8	Social CRM	Reading relevant chapter and lecture notes			
9	Reputation Management & ORM	Reading relevant chapter and lecture notes			
10	Corporate Social Responsibility	Reading relevant chapter and lecture notes			
11	Sponsorship & Event Management	Reading relevant chapter and lecture notes			
12	Crisis & Issues Management	Reading relevant chapter and lecture notes			
13	PR & Persuasion	Reading relevant chapter and lecture notes			
14	Course Wrap-Up	Reading lecture notes			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Halkla İlişkiler Nedir? Filiz Balta Peltekoğlu, BETA.Lecture Notes