

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

**2023 - 2024 Academic Year**

**PUBLIC DIPLOMACY and LOBBYING**

**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 DIPLOMACY and LOBBYING	PR3110517	Fall Semester	3+0	3	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>	Elective				
<b>Course Coordinator</b>	Prof.Dr. Ayşen AKYÜZ				
<b>Name of Lecturer(s)</b>					
<b>Assistant(s)</b>					
<b>Aim</b>	This course provides an understanding of the theoretical foundations and different dynamics of public diplomacy.				
<b>Course Content</b>	This course contains; 1. Introduction to Public Diplomacy2. The Concept of Public Diplomacy3.The different face of diplomacy4. Hard Power and soft power5.Public diplomacy models6. Public diplomacy around the world7.Public diplomacy around the world8. Public diplomacy in Turkey9.Public Diplomacy and strategic management10. Public diplomacy and public relations11. Country branding12. Economic Diplomacy13. Case Study14. Case Study.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1. Have knowledge about the concepts of international public relations, public diplomacy, soft power.2. Learns the tools and methods used by public diplomacy3. Knows about the institutions of different countries that carry out public diplomacy and their methods4. Understanding of the purposes and applications of public diplomacy5. Understanding of the relationship between public opinion and mass media			13, 16	A, E	
<b>Teaching Methods</b>	13: Case Study Method, 16: Question - Answer Technique				
<b>Assessment Methods</b>	A: Traditional Written Exam, E: Homework				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
0	1. Introduction to Public Diplomacy2. The Concept of Public Diplomacy3.The different face of diplomacy4. Hard Power and soft power5.Public diplomacy models6. Public diplomacy around the world7.Public diplomacy around the world8. Public diplomacy in Turkey9.Public Diplomacy and strategic management10. Public diplomacy and public relations11. Country branding12. Economic Diplomacy13. Case Study14. Case Study	Completing the readings given before each lesson			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			
<b>Resources</b>					
The New Public Diplomacy: Soft Power in International Relations Melissen, j (ed.) , Palgrave Pub.Lecture notes					