

PUBLIC RELATIONS POLITICS

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| 1 | Course Title: | PUBLIC RELATIONS POLITICS | |
| 2 | Course Code: | ISL6111 | |
| 3 | Type of Course: | Optional | |
| 4 | Level of Course: | Third Cycle | |
| 5 | Year of Study: | 1 | |
| 6 | Semester: | 1 | |
| 7 | ECTS Credits Allocated: | 3.00 | |
| 8 | Theoretical (hour/week): | 2.00 | |
| 9 | Practice (hour/week): | 0.00 | |
| 10 | Laboratory (hour/week): | 0 | |
| 11 | Prerequisites: | | |
| 12 | Language: | Turkish | |
| 13 | Mode of Delivery: | Face to face | |
| 14 | Course Coordinator: | Prof. Dr. MELEK TÜZ | |
| 15 | Course Lecturers: | Prof. Dr. Zeyyat Sabuncuoğlu | |
| 16 | Contact information of the Course Coordinator: | melek@uludag.edu.tr | |
| 17 | Website: | | |
| 18 | Objective of the Course: | Analysis of Internal and external communication in organization and image issues within the scope of public relations , analysis and discussion of the companyapplications in public relations | |
| 19 | Contribution of the Course to Professional Development: | | |
| 20 | Learning Outcomes: | | |
| | | 1 | Learn to theoretical knowledge developed in the areas of public relations, social responsibility and organizational communication |
| | | 2 | Analysis of Corporate identity, corporate image and corporate reputation |
| | | 3 | Analysis of Management process in Public relations |
| | | 4 | Analysis and discussion of company applications in the field of public relations |
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| 21 | Course Content: | | |
| | | Course Content: | |
| Week | Theoretical | Practice | |
| 1 | The historical development of public relations | | |
| 2 | Social responsibility and the relationship between public relations processes | | |
| 3 | Corporate identity, corporate image and corporate reputation concepts | | |

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| 4 | The importance of organizational culture in terms of public relations | |
| 5 | Objectives and principles in Public relations | |
| 6 | Organization of public relations | |
| 7 | Management process in public relations | |
| 8 | Target groups in public relations activities | |
| 9 | Means of communication used in public relations | |
| 10 | Public relations and ethics | |
| 11 | Effective presentation techniques and body language | |
| 12 | Public relations practice: case study reviews | |
| 13 | Public relations practice: case study reviews (2) | |
| 14 | Public relations practice: case study reviews (3) | |

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| 22 | Textbooks, References and/or Other Materials: | <p>İşletmelerde Halkla İlişkiler, Zeyyat SABUNCUOĞLU, Alfa-Aktüel, Bursa, 2013</p> <p>Bilçin TAK, İşletmelerde Sosyal Performansın Ölçümü, Bursa, 2009</p> <p>Mahmut ASLAN, İş ve Meslek Ahlakı, Nobel Yayınevi, 2001.</p> <p>Hakan AYHAN, Halkla İlişkiler, Anadolu Üniversitesi Yayını, Eskişehir, 1996</p> |
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| Activites | Number | Duration (hour) | Total Work Load (hour) |
|----------------------------|--------|-----------------|------------------------|
| Theoretical | 14 | 2.00 | 28.00 |
| Midterm Exam | 0 | 0.00 | |
| Practicals/Labs | 0 | 0.00 | 0.00 |
| Self study and preparation | 1 | 20.00 | 20.00 |
| Home work-project | 0 | 0.00 | |
| Homeworks | 0 | 0.00 | 0.00 |
| Projects | 0 | 0.00 | 0.00 |
| Total | 1 | 100.00 | |
| Field Studies | 0 | 0.00 | 0.00 |
| Success Grade | 0 | 0.00 | 0.00 |
| Others | 1 | 21.00 | 21.00 |
| Final Exams | 1 | 20.00 | 20.00 |
| Total | 1 | 100.00 | |
| Total Work Load | | | 89.00 |
| Total work load/ 30 hr | | | 2.97 |
| ECTS Credit of the Course | | | 3.00 |

| 25 | CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS | | | | | | | | | | | | | | | |
|---|---|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
| | PQ1 | PQ2 | PQ3 | PQ4 | PQ5 | PQ6 | PQ7 | PQ8 | PQ9 | PQ10 | PQ11 | PQ12 | PQ13 | PQ14 | PQ15 | PQ16 |
| ÖK1 | 4 | 4 | 4 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 |
| ÖK2 | 4 | 4 | 4 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 |
| ÖK3 | 4 | 4 | 4 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 0 |
| ÖK4 | 4 | 5 | 4 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 |
| LO: Learning Objectives PQ: Program Qualifications | | | | | | | | | | | | | | | | |

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| Contribution Level: | 1 very low | 2 low | 3 Medium | 4 High | 5 Very High |
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