

PUBLIC RELATIONS APPLICATOINS

1	Course Title:	PUBLIC RELATIONS APPLICATOINS
2	Course Code:	YOR5116
3	Type of Course:	Optional
4	Level of Course:	Second Cycle
5	Year of Study:	1
6	Semester:	2
7	ECTS Credits Allocated:	4.00
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. BİLÇİN MEYDAN
15	Course Lecturers:	Doç. Dr. Aydem ÇİTÇİOĞLU
16	Contact information of the Course Coordinator:	Prof.Dr. Ümit GÜCENME GENÇOĞLU umitgucenme@uludag.edu.tr 0224 294 10 47
17	Website:	
18	Objective of the Course:	To acquire knowledge and skills in current developments about the activities, scope, functioning and public relations practices of the peoples in relation to the professional development of their students.
19	Contribution of the Course to Professional Development:	
20	Learning Outcomes:	
	1	To learn activities and functions of public relations units operating in enterprises.
	2	To learn about the organization and management of the public relations units in the business and to define the policies and methods that should be monitored in relation to the target groups of the public relations unit.
	3	To provide the students who want to choose the profession of public relations to have information with the help of the case studies about the communication tools used in the occupation related to the people.
	4	To raise awareness about the activities and diversity of the people-related activities implemented in the business
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21	Course Content:	
	Course Content:	
Week	Theoretical	Practice
1	Definiton, Importance and Historical Advance of Public Relations	

2	Social Responsibility Approach and Public Relations, Public Relations Concepts	
3	Total Quality Management, Organizational Culture and Public Relations Concept and Effective Communication	
4	Main Objectives and Basic Principles of Public Relations	
5	Ethical Approaches to Public Relations and Business	
6	Organization of Public Relations in Business	
7	Features of the Public Relations Unit and Public Relations Specialists	
8	Management of Public Relations Unit, Policy and Target of Public Relations Unit in Business	
9	Press Relations and Communication Tools in Public Relations	
10	Written and Oral Communication Tools used in Public Relations and their applications	
11	Visual Communication Tools used in Public Relations and their applications	
12	Public Relations in the World -1	
13	Public Relations in the World -2	
14	Public Relations in the TURKEY	

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	İtibar Yönetimi, Aydem Çiftçioğlu,2014 Stratejik Halkla İlişkiler Yönetimi Ahmet Bülend Göksel		
Practicals/Labs			
Self study,Assesment preparation			
Homeworks			
Projects			
Midterm Exam	0	0.00	
Field Studies			
Midterm exams	0	0.00	
Home work-project	1	50.00	
Others			
Final Exam	1	50.00	
Final Exams			
Total	2	100.00	
Total Work Load			
Contribution of Term (Year) Learning Activities to Success Grade		50.00	
Total work load/ 30 hr			
ECTS Credit of the Course			4.00
Total	100.00		
Measurement and Evaluation Techniques Used in the Course			

24	ECTS / WORK LOAD TABLE
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ÖK3	5	5	3	5	0	0	0	0	0	0	0	0	0	0	0	0
ÖK4	4	4	4	5	0	0	0	0	0	0	0	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			