

PUBLIC RELATIONS IN PUBLIC ADMINISTRATION

1	Course Title:	PUBLIC RELATIONS IN PUBLIC ADMINISTRATION
2	Course Code:	KAM3206
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	3
6	Semester:	6
7	ECTS Credits Allocated:	5.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Prof. Dr. BEKİR PARLAK
15	Course Lecturers:	Yok
16	Contact information of the Course Coordinator:	Prof. Dr. Bekir PARLAK E-posta: bepar@uludag.edu.tr Tel: 0224 2941116 Uludağ Üniversitesi İktisadi İdari Bilimler Fakültesi Kamu Yönetimi Bölümü Görükle, 16059 Nilüfer / BURSA
17	Website:	
18	Objective of the Course:	The primary objective of the course is to explain the relation between public relations and administration and to reevaluate the field of public administration through a public relations perspective. In this sense, the course aims to identify the importance of public relations for public administration as well as its possible contributions to the field. Besides, the course also includes the evaluation of the changing understanding of public administration and the impact of public relations in this process.
19	Contribution of the Course to Professional Development:	
20	Learning Outcomes:	
	1	To understand the relation between the phenomenon of administration and the field of public relations
	2	To learn the basic aim and principles of public relations
	3	To have an understanding of the significance and the developmental process of public relations
	4	To learn the implementation phases of public relations in different organisations
	5	To evaluate the interaction between public relations and public administration in Turkey
	6	To determine the importance and function of public relations for public administration
	7	To gain knowledge on the implementations regarding the central and local governments in Turkey realized through following the new perspectives developed in 21. century such as the new public management and public relations approaches.
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21	Course Content:				
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Week	Theoretical		Practice		
1	A theoretical approach to the relation between administration and public				
2	Public relations in organisations				
3	Crisis and Public relations				
4	The profession of Public Relations				
5	Public Administration and Public Relations in Turkey				
6	Methods and techniques used in the field of public relations				
7	The significance of public relations for the public administration system of Turkey				
8	Implementations of Public Relations Principles in Turkey				
9	Public Relations in Prime Ministry				
10	Public Relations in the Ministry of The Interior				
11	Local Governments and Public Relations				
12	Public Relations in the context of New Public Management approach and public				
Activites			Number	Duration (hour)	Total Work Load (hour)
Theoretical	Civil Servants and Public Relations		14	3.00	42.00
Practicals/Labs			0	0.00	0.00
22	Textbooks, References and/or Other Materials:		14	4.00	56.00
Self study and preparation			0	0.00	0.00
Homeworks			0	0.00	0.00
Projects			0	0.00	0.00
23	Assesment		0	0.00	0.00
Field Studies			0	0.00	0.00
Midterm exams		R	1	20.00	20.00
Others			0	0.00	0.00
Quiz	Final Exams		0	32.00	32.00
Total Work Load					150.00
Final Exam		1	60.00		5.00
ECTS Credit of the Course					5.00
Contribution of Term (Year) Learning Activities to Success Grade			40.00		
Contribution of Final Exam to Success Grade			60.00		
Total			100.00		
Measurement and Evaluation Techniques Used in the Course					
24	ECTS / WORK LOAD TABLE				

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	5	5	1	2	2	2	2	2	0	0	0	0	0	0
ÖK2	5	5	4	5	2	2	2	2	2	2	0	0	0	0	0	0
ÖK3	5	4	5	5	2	2	2	2	2	2	0	0	0	0	0	0
ÖK4	4	5	5	5	2	1	2	2	3	2	0	0	0	0	0	0
ÖK5	5	5	5	5	2	2	2	2	3	2	0	0	0	0	0	0
ÖK6	5	5	5	5	2	1	2	2	2	2	0	0	0	0	0	0
ÖK7	5	5	5	5	2	2	2	2	2	2	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				