

## PUBLIC RELATIONS

1	Course Title:	PUBLIC RELATIONS
2	Course Code:	BYAZ214
3	Type of Course:	Optional
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	4
7	ECTS Credits Allocated:	3.00
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:	Öğr. Gör. DİLEK TAŞKIN
15	Course Lecturers:	Meslek Yüksekokulları Yönetim Kurullarının görevlendirdiği öğretim elemanları
16	Contact information of the Course Coordinator:	Öğr. Gör. Dilek TAŞKIN Bursa Uludağ Üniversitesi Orhaneli MYO Büro Yönetimi ve Yönetici Asistanlığı Programı dilektaskin@uludag.edu.tr 224 294 26 86-62420
17	Website:	
18	Objective of the Course:	In terms of professional development of students, to provide information about current developments in public relations activities, scope, functionality and public relations practices applied in businesses and to gain skills in this regard.
19	Contribution of the Course to Professional Development:	To ensure that the importance of public relations in professional and business life is understood.
20	Learning Outcomes:	
	1	The concept of public relations allows learning the benefits it provides in terms of businesses and its relationship with other disciplines.
	2	Students are provided to learn the formation and development stages of the concept of public relations.
	3	It is provided to learn how the role of public relations is defined within the framework of the concept of social responsibility.
	4	It provides to learn the role of public relations in the establishment and reinforcement of organizational culture in enterprises.
	5	It provides to learn how the corporate identity, image is structured and how the concept of corporate reputation is formed in businesses.
	6	It provides information about how public relations units and activities are organized in enterprises.
	7	It provides information on the determination of the target audience that is the subject of public relations activities.
	8	It provides the definition of communication tools used in public relations activities.

		9	By examining the public relations activities carried out by the enterprises, it is provided to obtain information about the relations between the practices in the business world and the theory.		
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21	Course Content:				
	Course Content:				
Week	Theoretical		Practice		
1	Definition, Importance and Historical Development Process of Public Relations in Businesses				
2	Concepts Related to the Concept of Public Relations				
3	Public Relations and Corporate Social Responsibility				
4	Organizational Culture and Public Relations Concept				
5	Basic Objectives and Principles Followed in Public Relations				
6	Corporate Communication, Corporate Identity, Corporate Image				
7	Corporate reputation				
8	Organization of Public Relations Units in				
Activites			Number	Duration (hour)	Total Work Load (hour)
10	Theoretical Public Relations Management		14	3.00	42.00
Practicals/Labs			0	0.00	0.00
12	Self-study and preparation Communication Tools Used in Public		14	3.00	42.00
Homeworks			0	0.00	0.00
13	Public Relations and Ethics Relationship Projects		0	0.00	0.00
Field Studies			0	0.00	0.00
22	Midterm exams Textbooks, References and/or Other		1	1.00	1.00
Others			0	0.00	0.00
23	Final Exams Assessment		1	1.00	1.00
Total Work Load					86.00
Total work load/ 30 hr Midterm Exam			1	40.00	2.87
ECTS Credit of the Course					3.00
Home work-project			0	0.00	
Final Exam			1	60.00	
Total			2	100.00	
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			Measurement and evaluation are carried out according to the principles of Bursa Uludağ University Associate and Undergraduate Education and Training Regulations.		
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	3	3	2	1	0	0	3	2	2	0	2	0	0	0	0
ÖK2	5	4	5	2	1	0	0	3	2	2	0	2	0	0	0	0
ÖK3	3	3	2	0	0	0	4	0	2	0	0	3	0	0	0	0
ÖK4	3	2	2	1	0	0	4	0	3	2	0	3	0	0	0	0
ÖK5	5	5	4	3	5	0	5	4	4	4	0	3	0	0	0	0
ÖK6	5	5	4	3	3	0	5	3	3	3	0	3	0	0	0	0
ÖK7	5	4	5	4	4	0	4	4	4	4	0	3	0	0	0	0
ÖK8	5	4	5	5	5	0	4	5	3	4	0	2	0	0	0	0
ÖK9	5	3	3	3	2	0	5	4	3	3	0	3	0	0	0	0
LO: Learning Objectives    PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			