

PUBLIC RELATIONS

1	Course Title:	PUBLIC RELATIONS
2	Course Code:	ISYS031
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):	1.00
9	Practice (hour/week):	2.00
10	Laboratory (hour/week):	0
11	Prerequisites:	-
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr.Gör. HASAN ÖZGÖÇEN
15	Course Lecturers:	Meslek Yüksekokulları Yönetim Kurullarının görevlendirdiği öğretim elemanları
16	Contact information of the Course Coordinator:	Uludağ Üniversitesi Karacabey MYO Öğr.Gör.Hasan Özgöçen ozgocen@uludag.edu.tr
17	Website:	
18	Objective of the Course:	With this course, students achieve qualifications as recognizing basic concepts of public relations, viewing public relations in organizational structure, analyzing target audience and communication tools
19	Contribution of the Course to Professional Development:	To gain the following capabilities 1)The necessity and importance of PR 2) PR and related concepts and disciplines 3) Communication, inner communication, media management and case design 4) Undertaking management responsibilities of PR departments 5) Designing and applying written and visual inner and out communication tools
20	Learning Outcomes:	
	1	Explaining the difference of public relations from other concepts
	2	Explaining the importance of social responsibility projects for companies
	3	Using effective communication types
	4	Identifying the difference between corporate image and corporate identity
	5	Conceiving the importance of public relations in an organization
	6	Achieving the communication between media and a company
	7	Achieving common studies carrying out with target audience
	8	Considering the difference between written, verbal and audio-visual tools used in communication
	9	Commenting about current public relations projects

		10	Considering about the differences between public relations and corporate advertisement		
21	Course Content:				
	Course Content:				
Week	Theoretical		Practice		
1	Definition and Historical Evolution of Public Relations and Concepts Similar to Public Relations				
2	Importance of Social Responsibility for Public Relations, Organizational Culture and Public Relations				
3	Effective Communication in Public Relations				
4	Objectives and Basic Principles of Public Relations				
5	Corporate Image, Corporate Identity and Corporate Reputation				
6	Situation of Public Relations in an Organization				
7	Specialties of Working Place and Workers in Terms of Public Relations				
8	Repeating Courses and Midterm Exam				
9	Stages of Public Relations Management Process				
10	Target Audience of Public Relations				
Activites			Number	Duration (hour)	Total Work Load (hour)
13	Theoretical Audio-Visual Tools Used in Public Relations		14	1.00	14.00
Practicals/Labs			14	2.00	28.00
Self study and preperation			14	1.00	14.00
Homeworks			2	5.00	10.00
Projects			0	0.00	0.00
23	Assesment		0	0.00	0.00
Field Studies			0	0.00	0.00
Midterm exams		R	1	10.00	10.00
Others			0	0.00	0.00
Quiz		0	0.00	14.00	14.00
Final Exams			1		
Total Work Load					90.00
Final Exam		1	60.00		3.00
Total work load/ 30 hr					
ECTS Credit of the Course					3.00
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 is carried out according to the principles of Bursa Uludağ University Associate and Undergraduate Education Regulation.		
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	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0
ÖK2	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0
ÖK3	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0
ÖK4	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0
ÖK5	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0
ÖK6	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0
ÖK7	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0
ÖK8	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0
ÖK9	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0
ÖK10	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			