

## PUBLIC RELATIONS

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|----|---|---|
| 1  | Course Title:   | PUBLIC RELATIONS  |
| 2  | Course Code:  | ISYZ124   |
| 3  | Type of Course:   | Compulsory  |
| 4  | Level of Course:  | Short Cycle   |
| 5  | Year of Study:  | 1   |
| 6  | Semester:   | 2   |
| 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:                                     | 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<br>Öğr.Gör.Hasan Özgöçen<br>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<br>1)The necessity and importance of PR<br>2) PR and related concepts and disciplines<br>3) Communication, inner communication, media management and case design<br>4) Undertaking management responsibilities of PR departments<br>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   | Audio-Visual Tools Used in Public Relations   |    | 14   | 2.00            | 28.00                  |
| Practicals/Labs  |   |    | 0  | 0.00            | 0.00                   |
| Self study and preperation                                       |   |    | 14   | 3.00            | 42.00                  |
| 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  | 10.00           | 10.00                  |
| Others   |   |    | 0  | 0.00            | 0.00                   |
| Final Exams  |   | 0  | 0.00   | 15.00           | 15.00                  |
| Total Work Load  |   |    |  |                 | 95.00                  |
| Final Exam   |   | 1  | 60.00  |                 | 3.17                   |
| 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    | 3    | 0           | 0    | 0    | 0    |
| ÖK3   | 1   | 1   | 1   | 2     | 1   | 1   | 1        | 1   | 1   | 2      | 1    | 1    | 0           | 0    | 0    | 0    |
| ÖK4   | 1   | 1   | 1   | 1     | 1   | 1   | 1        | 1   | 1   | 1      | 1    | 1    | 0           | 0    | 0    | 0    |
| ÖK5   | 4   | 2   | 1   | 1     | 2   | 1   | 1        | 1   | 1   | 1      | 2    | 1    | 0           | 0    | 0    | 0    |
| ÖK6   | 1   | 2   | 1   | 2     | 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   | 3     | 1   | 1   | 1        | 1   | 1   | 2      | 1    | 1    | 0           | 0    | 0    | 0    |
| ÖK9   | 1   | 1   | 1   | 1     | 1   | 1   | 1        | 1   | 1   | 1      | 1    | 4    | 0           | 0    | 0    | 0    |
| ÖK10  | 1   | 1   | 1   | 1     | 1   | 1   | 1        | 1   | 1   | 1      | 1    | 2    | 0           | 0    | 0    | 0    |
| LO: Learning Objectives    PQ: Program Qualifications |   |     |     |       |     |     |          |     |     |        |      |      |             |      |      |      |
| Contribution Level:                                   | 1 very low  |     |     | 2 low |     |     | 3 Medium |     |     | 4 High |      |      | 5 Very High |      |      |      |