

AGRICULTURE AND PUBLIC RELATIONS

1	Course Title:	AGRICULTURE AND PUBLIC RELATIONS	
2	Course Code:	TEK4728-SS	
3	Type of Course:	Optional	
4	Level of Course:	First Cycle	
5	Year of Study:	4	
6	Semester:	8	
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:	-	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Yrd.Doç.Dr. İ.Bülent Gürbüz	
15	Course Lecturers:	-	
16	Contact information of the Course Coordinator:	bulent@uludag.edu.tr 0 (224) 2941591	
17	Website:		
18	Objective of the Course:	The aim of the course is to teach students the basics of public relations, theories, practices, the flow of PR applications and the importance of PR in organizational effectiveness.	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	To be able to Define basic terms and models in PR, internal and external communication processes, concepts and models
		2	To be able to Define and manage PR tools
		3	To be able to Define, analyze problems and develop solutions for corporate communication issues
		4	To be able to master the process of research, planning, application and evaluation in PR
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21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	The definition and subject of PR, historical development, the aims of PR		

2	The basic principles of PR and target group concept	
3	PR and other fields: PR and communication, PR and marketing, PR and Advertising	
4	Institutional advertising and its examples, PR and Propaganda, PR and lobbying, Social responsibility and PR	
5	Promotion and recognition in PR studies, the importance of recognition in PR, recognition methods in PR.	
6	Importance of promotion in PR, Methods of promotion in PR	
7	Corporate image creation process and its importance in PR, Corporate image, Corporate culture, corporate identity and their interaction	
8	Review+MIDTERM EXAM	
9	In-house and external PR, The importance in-house PR, the structure of in-house communication, methods used in in-house PR	
10	The importance of external PR, The relationship and communication of the organization with its environment, relations with the customers.	
11	Tools used in PR studies: writing tools, publication tools, other PR tools.	
12	Organization of PR, PR departments, PR agencies, Determining the PR strategies and policies of the Corporation, Project steps in PR	
13	Implementation and evaluation processes in PR	
14	PR applications in agriculture and food sectors and case study	

22	Textbooks, References and/or Other Materials:	Textbooks: - , Other Materials: Ayla Okay, Aydemir Okay Erdoğan, Halkla İlişkiler Teori ve Uygulamaları, Der Yayınları, 2005. A. Bülend Göksel, Nilay Başok Yurdakul, Temel Halkla İlişkiler Bilgileri, Ege Üniversitesi Basım evi, 2002. Yardımcı Kaynaklar: Füsun Kocabaş, Müge Elden, Nilay Yurdakul, Reklam ve Halkla İlişkilerde Hedef Kitle, İletişim Yayınevi, 2002 Alison Theaker, Halkla İlişkilerin Elkitabı, MediaCat Kitapları, 2006. James E. Grunig, Halkla İlişkiler ve İletişim Yönetiminde Mükemmellik, Rota Yayın Yapım, 2005. A. Rıdvan Bülbül, Halkla İlişkiler ve Tanıtım, Nobel Yayın Dağıtım, 2000. Salim Kadıbeşegil, Halkla İlişkilere Nereden Başlamalı?, MediaCat Kitapları, 1999. Filiz Balta Peltekoğlu, Halkla İlişkiler Nedir?, Beta Basım Yayım Dağıtım A.Ş., 2001 Ceyda Aydede, Teorik ve Uygulamalı Halkla İlişkiler Kampanyaları, MediaCat Anthony Davis, Halkla İlişkilerin ABC'si, MediaCat Kitapları, Nisan 2006 Terrence E. Deal, M.K. Key, Kurumiçi Halkla İlişkiler Kutlamalar, Ritüeller, Törenler, Ödüller, MediaCat Zeyyat Sabuncuoğlu, İşletmelerde Halkla İlişkiler, Aktüel Yayınları, 2004. İrfan Erdoğan, Teori ve Pratikte Halkla İlişkiler , Erk Yayınları, Eylül 2005 Sema Yıldırım Becerikli, Uluslararası Halkla İlişkiler, Nobel Yayın Dağıtım, Eylül 2005 Ehling, P.W, White J. & Grunig E.J.(2005). Halkla İlişkiler ve Pazarlama Uygulamaları. Elif Özsayar (Çev), Halkla İlişkiler ve İletişim Yönetiminde Mükemmellik. (379-416). James GRUNIG (Ed). İstanbul: Rota Yayınları
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23	Assesment	
TERM LEARNING ACTIVITIES	NUMBE R	WEIGHT
Midterm Exam	1	20.00
Quiz	0	0.00
Home work-project	1	20.00
Final Exam	1	60.00
Total	3	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		
24	ECTS / WORK LOAD TABLE	

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	3.00	42.00
Practicals/Labs	0	0.00	0.00
Self study and preperation	14	1.00	14.00
Homeworks	1	20.00	20.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	5.00	5.00
Others	0	0.00	0.00
Final Exams	1	8.00	8.00
Total Work Load			94.00
Total work load/ 30 hr			2.97
ECTS Credit of the Course			3.00

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	2	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK2	2	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK3	4	4	4	4	0	0	1	0	0	0	0	0	0	0	0	0
ÖK4	2	2	2	3	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			