

TOROS ÜNİVERSİTESİ

Faculty Of Health Sciences

Course Information

PUBLIC RELATIONS					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
SKY220	Spring	2	0	2	2

Prerequisites and co-requisites	None
Language of instruction	Turkish
Type	Required
Level of Course	Bachelor's
Lecturer	Assist.Prof.Dr. E.Özlem KÖROĞLU
Mode of Delivery	Face to Face
Suggested Subject	None
Professional practise (internship)	None
Objectives of the Course	Teach students public relations roles in organizations and its' activities context, forms in order to provide, building goodwill publicity, firm's lobbying efforts, integration with society and provide employee satisfaction in organizations
Contents of the Course	Course description of the PR profession, as well as the emergence and importance of this concept to other concepts will be examined closer, the differences will be set forth and to be able to practice the profession of Public Relations will provide basic information required. PR foundation of science, the emergence and historical development Structuring of the public relations department, professional staff must have, features, public relations, print and visual tools used in this course is the topic. At the end of each course of the week will be held on the subject of case studies and examples will be shared materials.

Learning Outcomes of Course

#	Learning Outcomes
1	Define concepts of Public relations, it's fuctions for healthcare and it's relations to other firms functions and with other arts.
2	Express theoretical and empirical development stages of public relations literature
3	Define social responsibility and public relations relationship and role of public relation activities on social responsibility strategies.
4	Placing the organizational culture and explains the role of strengthening the public relations
5	Define target audiance of public relations and how classified and interact
6	Identification of communication tools used in public relations activities.

Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Media relations	Lecture, discussion, presentation
2	Media relations practices in health care facilities	Lecture, discussion, presentation
3	Corporate identity and corporate image	Lecture, discussion, presentation
4	Corporate identity and corporate image to create examples of health care facilities	Lecture, discussion, presentation
5	Intranet communications and in-house public relations	Lecture, discussion, presentation
6	Public relations and internal communication applications within enterprise organizations in health care facilities	Lecture, discussion, presentation

7	Crisis management	Lecture, discussion, presentation
8	Midterm Exam	
9	crisis management practices in health care facilities	Lecture, discussion, presentation
10	Sponsorship	Lecture, discussion, presentation
11	Corporate social responsibility	Lecture, discussion, presentation
12	Social responsibility practices in health institutions	Lecture, discussion, presentation
13	Corporate advertising	Lecture, discussion, presentation
14	Lobbying	Lecture, discussion, presentation
15	Lobbying practices in health institutions	Lecture, discussion, presentation
16	Final Exam	

Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	Kadir CANÖZ (2013), Sağlık Kuruluşlarında Halkla İlişkiler Uygulamaları, Palet Yayınları, Konya.		
2	Halkla ilişkiler / Ahmet Kalender ... [ve öte.] ; ed. Aydın Ziya Özgür.Eskişehir : Anadolu Üniversitesi Açıköğretim Fakültesi, 2013 : 2. bs.		

Method of Assessment

#	Weight	Work Type	Work Title
1	40%	Mid-Term Exam	Mid-Term Exam
2	60%	Final Exam	Final Exam

Relationship between Learning Outcomes of Course and Program Outcomes

#	Learning Outcomes	Program Outcomes	Method of Assessment
1	Define concepts of Public relations, it's functions for healthcare and it's relations to other firms functions and with other arts.	3,11	1,2
2	Express theoretical and empirical development stages of public relations literature	3,11	1,2
3	Define social responsibility and public relations relationship and role of public relation activities on social responsibility strategies.	3,11	1,2
4	Placing the organizational culture and explains the role of strengthening the public relations	3,11	1,2
5	Define target audience of public relations and how classified and interact	3,11	1,2
6	Identification of communication tools used in public relations activities.	3,11	1,2

PS. The numbers, which are shown in the column Method of Assessment, presents the methods shown in the previous table, titled as Method of Assessment.

Work Load Details

#	Type of Work	Quantity	Time (Hour)	Work Load
1	Course Duration	14	2	28
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	2	28
3	Presentation and Seminar Preparation	0	0	0
4	Web Research, Library and Archival Work	0	0	0
5	Document/Information Listing	0	0	0
6	Workshop	0	0	0

7	Preparation for Midterm Exam	0	0	0
8	Midterm Exam	1	1	1
9	Quiz	0	0	0
10	Homework	0	0	0
11	Midterm Project	0	0	0
12	Midterm Exercise	0	0	0
13	Final Project	0	0	0
14	Final Exercise	0	0	0
15	Preparation for Final Exam	1	12	12
16	Final Exam	1	1	1
				70