

TOROS ÜNİVERSİTESİ

Vocational School
Justice

Course Information

PUBLIC RELATIONS AND COMMUNICATION					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
ADL229	Fall	2	0	2	2

Prerequisites and co-requisites	NONE
Language of instruction	Turkish
Type	Elective
Level of Course	Associate
Lecturer	ÖĞR.GÖR.HAVİN ÖNER GÖREN
Mode of Delivery	Face to Face
Suggested Subject	
Professional practise (internship)	None
Objectives of the Course	Gaining a general point of view on public relations. Defining the communication problems about institution and target audience, producing solutions. Gaining knowledge about research, planing and practice processes in public relations Understanding administrative functions of public relations.
Contents of the Course	To gain a general view of the relationship with the people. To be able to identify and solve problems related to the organization and the target group.

Learning Outcomes of Course

#	Learning Outcomes
1	Gain an overall perspective on public relations.
2	To be able to identify and solve problems related to the organization and the target group.
3	Public relations research, planning, implementation and evaluation processes to gain information about.
4	Public understanding of the relationship management functions.

Course Syllabus

#	Subjects	Teaching Methods and Technics
1	PR definitions, principal interests in public relations.	Lecture, discussion
2	Public relations of Turkey and history of the world.	Lecture, discussion
3	Areas where the relationship of public relations (communication, marketing, advertising, management)	Lecture, discussion
4	Areas where the relationship of public relations (communication, marketing, advertising, management)	Lecture, discussion
5	Recognition and promotion of public relations work.	Lecture, discussion
6	Recognition and promotion of public relations work.	Lecture, discussion
7	Recognition and promotion of public relations work.	Lecture, discussion
8	Midterm	
9	Basic process in public relations campaigns.	Lecture, discussion
10	Basic tools used in public relations (writing tools, publishing tools)	Lecture, discussion

11	Organization of public relations: PR departments	Lecture, discussion
12	Public relations agencies and structures.	Lecture, discussion
13	Measurement and evaluation of public relations	Lecture, discussion
14	Measurement and evaluation of public relations	Lecture, discussion
15	general evaluation	Lecture, discussion
16	Final Exam	

Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	Ayla Okay, Aydemir Okay Halkla ilişkiler Stratejileri		

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	Gain an overall perspective on public relations.	1,10,12	1,2
2	To be able to identify and solve problems related to the organization and the target group.	1,9,14	1,2
3	Public relations research, planning, implementation and evaluation processes to gain information about.	1,4,11	1,2
4	Public understanding of the relationship management functions.	7,8,10,12	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	2	2
16	Final Exam	1	1	1

