

DEPARTMENT OF CULTURE AND COMMUNICATIONSCIENCES
COURSE SYLLABUS

Course Details					
Code		Academic Year			Semester
KKW317		3			5
Title		T	U	L	ECTS
Public Relations		2	1	-	6
Language	Turkish				
Level	Undergraduate	x	Graduate		Postgraduate
Department / Program	Cultural and Communication Sciences				
Forms of Teaching and Learning	Face to Face				
Course Type	Compulsory	x	Elective		
Objectives	The aim of the course is providing to students' basic knowledge of public relations and media relations.				
Content	Concepts of public relations, PR cases all around the World, PR models information, marketing, advertising Professional ethics, target audience, writing press bulletins, PR campaigns, PR and social responsibility, crisis management corporate communication, reputation management				
Prerequisites	-				
Coordinator	Assist. Prof. Dr.Elif Posos Devrani				
Lecturer(s)	Assist. Prof. Dr. Elif Posos Devrani				

Assistant(s)	Research. Assist. İpek Kesici	
Work Placement	-	
Recommended or Required Reading		
Books / Lecture Notes	Ayla Okay, Aydemir Okay, Halkla İlişkiler, DR Yayınları, İstanbul, 2001. Ceyda Aydede, Halkla İlişkiler Kampanyaları, 3. Baskı, MediaCat, İstanbul, 2003	
Other Sources	=	
Additional Course Material		
Documents	-	
Assignments	-	
Exams	-	
Course Composition		
Social Sciencenes	30	%
Field	70	%
Assessment		
	Count	Percentage (%)
Midterm Exam	1	%40
Quiz	-	-
Assignments	-	-
Attendance	-	-
Recitations	-	-
Projects	-	-

Final Exam	1	%60
Total		%100

ECTS Points and Workload

Activity	Count	Duration	Total Workload(Hour)
Lectures	14	2	28
Self-Study	10	10	100
Assignments	-	-	-
Presentation / Seminar Preparation	-	-	-
Midterm Exam	1	1	1
Recitations	-	-	-
Laboratory	-	-	-
Projects	-	-	-
Final Exam	1	1	1
Total Workload			130
ECTS Points (Total Workload/ 28)			4

Learning Outcomes

1	To sum up PR models and theories.
2	Handle similarities and differences between PR and other communication fields
3	Acquire some skills about a good writing of press release and; the selection of convenient media tools for it
4	-
5	-

Weekly Content

1	Introduction to course subjects
2	The aim of the course is to gain the theoretical knowledge gained in the field of public relations practically.
3	Crisis management
4	Positioning leadership
5	Reputation management
6	Corporate Communication Plan
7	Sponsorship
8	Brand positioning
9	Midterm
10	Marketing public relations
11	Best practices from PR sector
12	Best practices from PR sector
13	Presentations
14	Presentations
15	-

Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6	P7
1	4	3	3	4	4	-	-
2	4	3	3	4	4	-	-
3	4	3	3	4	4	-	-
4	4	3	3	4	4	-	-

Contribution Level: 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High

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Compiled by:	Asist. Prof. Dr. A. Elif Posos Devrani
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