Course Syllabus

Code - Course Title	**HİT302U - Lobbying And Public Relations**
Course Type	VI. SEMESTER
Laboratory + Practice	0+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	Prof.Dr.Bülend Aydın Ertekin

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course
Recommended Resources	Lobicilik ve Halkla İlişkiler (2019) Ed. Prof.Dr.Bülend aydın Ertekin, Anadolu Üniversitesi Yayınları.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Conceptual and historical perpectives of lobbying	
Week - 2		Conceptual and historical perpectives of lobbying	
Week - 3		Function of public relations in public relations and lobbying paradigm	
Week - 4		Function of public relations in public relations and lobbying paradigm	
Week - 5		Practical methods in lobbying	
Week - 6		Practical methods in lobbying	
Week - 7		Mid-Term Exam	
Week - 8		Pubic relations campaigns and strategies in lobbying	
Week - 9		Pubic relations campaigns and strategies in lobbying	
Week - 10		Lobbies as basic actors in lobbying	
Week - 11		Lobbies as basic actors in lobbying	
Week - 12		Goals of Turkish lobbying and cases from United States of America	
Week - 13		Goals of Turkish lobbying and cases from United States of America	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Be able to categorize lobby activities
2	Be able to explain lobbyist's duties and responsibilities
3	Be able to evaluate the basic distinctions of lobbying methods
4	Be able to explain techniques used in lobby activities

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**