Course Syllabus

Code - Course Title	**RHİ543 - Strategic PR and Advertising Management with Artificial Intelligence**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. NECİP SERDAR SEVER

Mode of Delivery	Face to face
Prerequisites	none
Courses Recomended	none
Recommended Resources	none
Work Placement	none

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to artificial intelligence and strategic communication	
Week - 2		AI ecosystem and communication technologies	
Week - 3		Data, algorithms, and strategic decision making	
Week - 4		Audience analysis and segmentation with AI	
Week - 5		AI-supported text-based content production	
Week - 6		AI-supported visual and video content production	
Week - 7		Midterm exam	
Week - 8		AI and strategic campaign design	
Week - 9		Algorithmic visibility and platform management	
Week - 10		AI and reputation management	
Week - 11		AI ethics, transparency, and legal dimensions	
Week - 12		AI-supported project workshop	
Week - 13		Project presentations	
Week - 14		Final exam and general evaluation	

Learning Outcomes

#	Learning Outcome
1	Explains the role of artificial intelligence-based systems in strategic communication processes.
2	Analyzes the design logic of AI-supported public relations and advertising campaigns.
3	Creates a strategic communication plan by segmenting audience data with AI tools.
4	Manages AI-supported content production processes in line with strategic goals.
5	Applies algorithmic visibility, platform optimization, and data-driven decision-making processes.
6	Evaluates the ethical, legal, and social impacts of AI applications.
7	Reports AI-supported strategic communication projects in accordance with academic criteria.

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.