Course Syllabus

Code - Course Title	**İSN315 - Public Relations**
Course Type	II. SEMESTER
Laboratory + Practice	2+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. ÖZLEM ATLI EKLİOĞLU

Mode of Delivery	The mode of delivery of this course is Face to face
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	Noam Chomsky. Necessary Illusions: Thought Control in Democratic Societies. South End Press Boston, 1999. Henry Jenkins. Convergence Culture: Where Old and New Media Collide. New York University Press New York & London, 2006. Packard, Vance (1981). The hidden persuaders. London : Penguin Books. Cialdini, Robert B. (1993). Influence: The psychology of persuasion. New York: Morrow. Carol Howard & Wilma Mathews. On Deadline: Managing Media Relations (4th edition). Waveland Press Prospect Heights, Ill, 2006.
Work Placement	Not Applicable

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		What is Communicatins?, Verbal, Written and nonverbal communication Corparate communications types and means.	
Week - 2		The skill of Emphaty and Listening at communication, Interpersonal Communication	
Week - 3		Public relations concept, practitioners, context and origins	
Week - 4		Public Relations Part of Function: Publicity, Corporation Advertising, Press agentry, Public affairs, Lobbying, Issue management	
Week - 5		Historical development of public relations in Turkey and in the World, development of PR in private and public sector, Career development in an organization, professionalism and ethics.	
Week - 6		Research in PR, the role of research in strategic planning	
Week - 7		Coorparate public relations and tools	
Week - 8		Public Relations management process: defining PR problem, situation analysis, Research process: Informal and formal methods	
Week - 9		Public Relations management process: defining PR problem, situation analysis, Research process: Informal and formal methods	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 10		Planning and programming in PR, strategic management: strategy and tactics, writing the program: program plan,defining target public, budgeting, pretesting program elements.	
Week - 11		Taking action and communicating in public relations management process: Acting responsively and responsibly, cordinating action and communication, action as an open systems response, Communication component of strategy. framing the message,	
Week - 12		Evaluating the PR program	
Week - 13		Public relations practice Case study about Health Communication	
Week - 14		Public relations practice Case study about Health Communication	

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.