Course Syllabus

Code - Course Title	**TRZ312 - Tourism, Media, Communication**
Course Type	V. SEMESTER
Laboratory + Practice	3+0
ECTS	**4.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	

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	Yılmaz, H. (2016). Turizm ve İletişim, Ankara: Detay yayıncılık
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Creating project groups	
Week - 2		Identifying project issue	
Week - 3		Determining a problem and situation analysis	
Week - 4		Determining the message, media and event strategies	
Week - 5		Preparing practice plans	
Week - 6		Evaluation the project	
Week - 7		Presentations of campaign reports	
Week - 8		Identifying issue of project	
Week - 9		Determining a problem and situation analysis	
Week - 10		Determining the message, media and event strategies	
Week - 11		Preparing practice plans	
Week - 12		Evaluation the project	
Week - 13		Preparing a campaign report	
Week - 14		Presentation of the campaign	

Learning Outcomes

#	Learning Outcome
1	Comprehends the process of how to transform a brief taken from the client to public relations strategies.
2	Transforms corporate communication objectives to effective and applicable public relations strategies.
3	Develops a campaign plan appropriate to the stages of campaign planning.
4	Makes an effective campaign presentation.

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.