Course Syllabus

Code - Course Title	**İSN102 - Public Relations**
Course Type	III. SEMESTER
Laboratory + Practice	3+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	ÖĞR. GÖR. RUŞEN YILMAZ

Mode of Delivery	This course is being conducted exclusively through face-to-face instruction.
Place of Delivery	On Campus
Used Educational Platforms	Face-to-face
Prerequisites	-
Courses Recomended	It is recommended that students taking this course have already completed the course **İLT 107 Introduction to Communication**.
Recommended Resources	Asna, M. Alaeddin. Public Relations : Temel bilgiler / Alaeddin Asna. -- İstanbul :Der Yayınları, 1993. *Asna, M. Alaeddin. Halkla ilişkiler : Dünden bugüne bir sanat-meslek öyküsü : Sabah Kitapları, c1997. *Akyürek, Rüveyde, Editör. Kurumsal İletişim Yönetimi. Anadolu Üniversitesi yayın no:1382, Açıköğretim Fakültesi Yayın No:749 *Balta Peltekoğlu, Filiz. Halkla ilişkilere giriş / Filiz Balta Peltekoğlu. -- İstanbul Marmara Üniversitesi, 1993. (Marmara Üniversitesi yayın no. 524. İletişim Fakültesi yayın no. 1) *Balta Peltekoğlu, Filiz. Halkla ilişkiler nedir? / Filiz Balta Peltekoğlu. -- 1. bs. --İstanbul : Beta Basım Yayım Dağıtım, 1998. *Gürgen, Haluk. Halkla ilişkiler ortam ve araçları / yazar Haluk Gürgen ; Editör Kazım Sezgin. -- [Eskişehir] : Anadolu Üniversitesi Açıköğretim Fakültesi, 1994.Anadolu Üniversitesi yayın; no. 820. Açıköğretim Fakültesi yayın ; no. 430) *Kadıbeşegil, Salim. Halkla ilişkilerde temel ilkeler / Salim Kadıbeşegil. -- [İzmir],1986 (İzmir : Tükelmat). Kazancı, Metin. Halkla ilişkiler / -- [Ankara] : A.Ü. Siyasal Bilgiler Fakültesi, 1980. XII, 145 s. -- (Ankara Üniversitesi. Siyasal Bilgiler Fakültesi yayınları; no. 459) *Kazancı, Metin. Halkla ilişkiler / Metin Kazancı. -- 2. bs. -- Ankara :SavaşYayınevi, 1982. XII, 165 s. -- (Savaş yayınları ; 2) *Geylan, Ramazan. İşletmelerde halkla ilişkiler / Ramazan Geylan. -- Eskişehir : R.Geylan, 1994. Karalar, Rıdvan. Halkla ilişkiler Eskişehir, 1994 (Eskişehir :Metin Ofset Matbaacılık). *Karalar, Rıdvan. Halkla ilişkiler Eskişehir : AntYayıncılık, 1996. *Moore, H. Frazier. Public Relations : Principles, cases, and problems / H. Frazier Moore, Frank B. Kalupa. -- 9th ed. -- Homewood, Ill. : R.D. Irwin,1985. *Yılmaz, Ayhan. Editör. Halkla İlişkiler Uygulamaları ve Örnek Olaylar, Anadolu Üniversitesi Yayın No: 1383, Açıköğretim Fakültesi Yayın No:750(2002), *Seitel, Fraser P.,The practice of public relations / Fraser P. Seitel. – 9th ed. – Upper Saddle River, N.J. : Pearson Prentice Hall, 2004., *Werner J. Severin, James W. Tankard, Wr. İletişim Kuramları / Prof.Dr.Ali Atıf Bir, Serdar Sever, Kibele Sanat Merkezi 1994, *Terence E.Deal, M.K Key Kurumiçi Halkla ilişkiler / Çeviri Özgür Emir, Media Cat yayınları, 2000, *Salim Kadıbeşegil Kriz geliyorum Der / Media Cat yayınları, 2002, *Amanda Barry,Halkla İlişkilerin Gücü /Elips Kitap yayıncılık, 2003 *Ayla Okay, Aydemir Okay Halkla İlişkiler/ Kavram, Strateji, Uygulamalar, Der yayınları, 2002
Work Placement	There is no internship or practical training for this course.
Aims of the Course	To enable students to acquire the knowledge and skills necessary to develop public relations practices for organizations.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1	LO-1	The role and importance of public relations in organizations.	Lecture, Question & Answer, Discussion, Problem Solving
Week - 2	LO-1	The concept of PR and history	Lecture, Question & Answer, Discussion
Week - 3	LO-1	Concepts related to PR	Lecture, Question & Answer, Discussion
Week - 4	LO-2	Practice areas of PR	Lecture, Question & Answer, Discussion, Case Study
Week - 5	LO-2	PR process-Research and planning	Lecture, Question & Answer, Discussion, Case Study
Week - 6	LO-2 LO-3	PR process-Action and Evaluation	Lecture, Question & Answer, Discussion, Case Study, Practice/Practical Work/Workshop
Week - 7	LO-1	Tools of PR	Lecture, Question & Answer, Discussion, Case Study
Week - 8	LO-1 LO-2	Sponsorship	Lecture, Discussion, Case Study
Week - 9	LO-2 LO-3	Social media monitoring and sentiment analysis	Lecture, Question & Answer, Discussion, Case Study
Week - 10	LO-1 LO-2	Event management and customer/stakeholder experience	Lecture, Question & Answer, Discussion
Week - 11	LO-2	Crisis communication and PR	Lecture, Question & Answer, Discussion, Case Study
Week - 12	LO-1 LO-3	Digital PR Measurement and Reporting	Lecture, Question & Answer, Discussion, Case Study
Week - 13	LO-1 LO-2	Data Protection Law (KVKK), Hallucination, and Copyright	Lecture, Question & Answer, Discussion
Week - 14	LO-1 LO-2 LO-3	Sample studies about public relations practices	Case Study, Research and Inquiry

Learning Outcomes

#	Learning Outcome
1	Will be able to explain the fundamental concepts of public relations.
2	Will be able to classify the areas of application for public relations.
3	Will be able to develop public relations practices for organizations.

Sustainable Development Goals

✓ Quality Education ✓ Gender Equality ✓ Decent Work and Economic Growth ✓ Responsible Production and Consumption ✓ Climate Action ✓ Partnerships for Purposes

Course Theme

✓ Economics, Finance and Management ✓ Law, Ethics and Regulations ✓ Communication Technologies and the IoT ✓ Media, Design and Creative Arts ✓ Society, Law and Communication ✓ Data Science ✓ Artificial Intelligence

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	1.00	14	14
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	1.00	7	7
Ödevler	1.00	2	2
Proje - Rapor - Sunum Hazırlama	2.00	28	56
Ara Sınav Hazırlığı (sınav süresi dahil)	1.00	1	1
Final Sınavı Hazırlığı (sınav süresi dahil)	1.00	1	1
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0.00	0	0
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**3.0**

Assessment Method and Passing Requirements

✓ Performance Assessment (Individual/Panel-Based) ✓ Project ✓ Homework ✓ Presentation

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	40
Final Exam	1	60
	Sum (%)	**100**

Community Service Activity

This course does not include any Community Service activities.