Course Syllabus

Code - Course Title	**RHİ526 - New Approaches in Public Relations**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. SEVİL BAYÇU

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	- Asna, A. (2012). Kuramda ve Uygulamada Halkla İlişkiler. Pozitif Yayınları.- Botan, C. H., & Hazleton, V. (Eds.). (2010). Public Relations Theory II. Routledge.- Kazancı, M. (2007). Kamuda ve Özel Kesimde Halkla İlişkiler, Ankara: Turhan Kitabevi.- Macnamara, J. R. (2012). Public Relations: Theories, Practices, Critques. Pearson Australia.- Peltekoğlu, F. B. (2007). Halkla İlişkiler Nedir?, İstanbul: Beta Yayınları.
Work Placement	Not Applicable

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to the course	
Week - 2		Research of public relations books and articles that are published in Turkey	
Week - 3		Research of public relations books and articles that are published in Turkey	
Week - 4		Research of public relations books and articles that are published in the world	
Week - 5		Research of public relations books and articles that are published in the world	
Week - 6		Discussion towards the historical progression and applications of public relations	
Week - 7		Discussion towards the historical progression and applications of public relations	
Week - 8		Theoretical evaluation of the new concepts and approaches of public relations	
Week - 9		Theoretical evaluation of the new concepts and approaches of public relations	
Week - 10		Selection and design of research topics	
Week - 11		Assessment of the researches in terms of literature and methods	
Week - 12		Assessment of the researches in terms of literature and methods	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		Assessment of the researches in terms of literature and methods	
Week - 14		Assessment of the researches in terms of literature and methods	

Learning Outcomes

#	Learning Outcome
1	To be able to evaluate the literature of public relations
2	To be able to analyse public relations models and recent debates
3	To be able to design a research in the context of new approaches
4	To be able to discuss the relation between research design and social structure

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.