Course Syllabus

Code - Course Title	**HİT207U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	ASSIST. PROF. DR. LEVENT ÖZKOÇAK

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		ability to describe concept of public relations	
Week - 2		ability to explain aims, functions and models of internal public relations	
Week - 3		ability to describe media relations	
Week - 4		ability to explain the techineques which is used on traditional and digital media relations	
Week - 5		ability to compare with private ans public sector public relations practices	
Week - 6		ability to explain how to consider public relations ans communication pracrices in context of governance	
Week - 7		mid-term	
Week - 8		ability to define concept of issues management	
Week - 9		abilitiy to explain concept of crisess management	
Week - 10		ability to explain concept of corporate social responsibility	
Week - 11		ability to explain concepts which are related to corporate social responsibility	
Week - 12		ability to explain coprporate reputation	
Week - 13		ability to explain components of coprporate reputation	
Week - 14		final examinations	

Learning Outcomes

#	Learning Outcome
1	ability to describe concept of public relations; ability to explain aims, functions and models of internal public relations; ability to describe media relations; ability to compare with private and public sector public relations practices; ability to define concept of issues management abilitiy to explain concept of crisess management; ability to explain concept of corporate social responsibility; ability to explain coprporate reputation

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**