Course Syllabus

Code - Course Title	**HİT401U -**
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. SEZGİN ATEŞ

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

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Public relations campaign planning	
Week - 2		Public relations campaign planning	
Week - 3		Situation analysis	
Week - 4		Situation analysis	
Week - 5		Goals	
Week - 6		Goals	
Week - 7		Midterm	
Week - 8		Message and media strategies	
Week - 9		Message and media strategies	
Week - 10		Event strategies	
Week - 11		Event strategies	
Week - 12		Execution plans	
Week - 13		Execution plans	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Be able to describe campaign concept and its varieties in public relations
2	Be able to describe situation analysis
3	Be able to determine strategic public relations goals
4	Be able to explain basic principles of media relations

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**