Course Syllabus

Code - Course Title	**HİT201U -**
Course Type	III. SEMESTER
Laboratory + Practice	0+0
ECTS	**7.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. BERRİN ÖZKANAL

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	Non recommended programme or component
Work Placement	Non

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Visual Communication Design and Applications in Public Relations	
Week - 2		Printing techniques and Applications in PR	
Week - 3		Photography and Applications in PR	
Week - 4		An overview	
Week - 5		Exam Questiones	
Week - 6		Exam Questiones	
Week - 7		Midterm	
Week - 8		Usage and Applications of Visual and Audial Media in PR II	
Week - 9		Presentation Techniques and Applications in PR	
Week - 10		Internet Tools and Applications in PR	
Week - 11		An overview	
Week - 12		Exam Questiones	
Week - 13		Exam Questiones	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Can define the place and importance of visual communicaton in PR, can evaluate the place of printing press in our daily life in the point of view of PR and Communication,
2	Can explain the historical process of the paper as a raw material for printing press, can explain the printing machines and techniques,
3	Can explain the importance of photography in PR, can explain the basic photography tools and techniques, can distinguish the technique and aesthetic criterias of photography,
4	can explain the importance, features of visual and audial media, processes and kinds of productions of visual and audial media in PR
5	Can explain the presentation techniques in PR, can plan the process of a presentation, can prepare materials for presentation
6	can explain the importance of Internet for PR, can discuss the importance of offical and instutituonal web sites in the light of PR, can explain the usages of e mail and social media for PR applications
7	A Student successfull of this course, can evaluate the application areas of Public 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**