Course Syllabus

Code - Course Title	**HİT203U -**
Course Type	III. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. NECİP SERDAR SEVER

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no optional programme or component
Recommended Resources	Recommended: Edward Bernays - The Century of the Self - Documentary
Work Placement	no work placement

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		PR and Management	
Week - 2		PR and Management	
Week - 3		Strategic Management and PR Management	
Week - 4		Strategic Management and PR Management	
Week - 5		Functions and Organisation of PR Departments	
Week - 6		Functions and Organisation of PR Departments	
Week - 7		Midterm	
Week - 8		Research and Analysis	
Week - 9		Research and Analysis	
Week - 10		Strategies and Tactics	
Week - 11		Strategies and Tactics	
Week - 12		Application and Assessments	
Week - 13		Application and Assessments	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	describe the role of public relations management and its connection with strategic management
2	understand the processes and functions of strategic public relations
3	demonstrate an understanding of the position of public relations departments and their relation with other departments within the organization 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.

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