Course Syllabus

Code - Course Title	**HİT208U -**
Course Type	IV. SEMESTER
Laboratory + Practice	0+0
ECTS	**6.0**
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	There is no recommended optional programme component for this course.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Event Management	
Week - 2		Public Relations for Marketing	
Week - 3		Sponsorship	
Week - 4		Digital Public Relations	
Week - 5		Exam questions	
Week - 6		Exam questions	
Week - 7		Midterm	
Week - 8		Financial Public Relations	
Week - 9		Lobbying	
Week - 10		Public Relations and Ethics	
Week - 11		International Public Relations	
Week - 12		Exam questions	
Week - 13		Exam questions	
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	Can explain the concept of event and event management process, understand event marketing
2	Will be able to understand the relationship between public relations and marketing concepts, explain the concept of public relations for marketing purposes and will be able to learn the strategies and tools of the concept of public relations for marketing purposes
3	Will be able to explain the scope and purposes of sponsorship, types of sponsorship and sponsorship program process.
4	Will be able to explain the trend from traditional public relations to digital public relations and social media tools and platforms used in digital public relations.
5	Will be able to explain the concept and relationship between investor relations and financial public relations. describe the concept of stakeholder
6	Explain the pressure and interest groups, Will be able to explain lobbying and its qualifications Explain the types of lobbying
7	Will be able to explain the concept of ethics, Will be able to list the theories used by the discipline of ethics Will be able to explain ethical codes, important laws, rules and principles in public relations Will be able to list ethical decision making models in public relations
8	Will be able to explain the factors that determine the framework of the concept of international public relations. Will be able to explain the place and importance of intercultural communication in international public relations. Will be able to explain the actors performing international public relations practices Will be able to explain public relations practices in an international context

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**