Course Syllabus

Code - Course Title	**HİT402U -**
Course Type	IV. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	Assoc. Prof. Dr. Hasan ÇALIŞKAN

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
Recommended Resources	There is no recommended resource for this course.
Work Placement	There is no internship practice for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Importance of Scientific Research in Public Relations	
Week - 2		Identifying Research Problem and Method	
Week - 3		Quantitative Researches in Public Rleations	
Week - 4		Qualitative Researches in Public Relations	
Week - 5		Mid-term Exam Preparation Activities I	
Week - 6		Mid-term Exam Preparation Activities II	
Week - 7		MID-TERM EXAM	
Week - 8		Web Analytic Researches in Public Relations	
Week - 9		Quantitative Data Analysis	
Week - 10		Writing and Submitting The Research Report	
Week - 11		Ethical Issues in Public Relations Researches	
Week - 12		Final Exam Preparation Activities I	
Week - 13		Final Exam Preparation Activities II	
Week - 14		FINAL EXAM	

Learning Outcomes

#	Learning Outcome
1	Be able to explain the importance of scientific research in public relations
2	Be able to identify the research problem and method
3	Be able to distinguish quantitative and qualitative researches
4	Be able to explain quantitative and qualitative research models
5	Be able to list web analytic terms
6	Be able to determine quantitative data collection methods
7	Be able to define the ethical issues in 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**