Course Syllabus

Code - Course Title	**HİT210U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	Lecturer Esra FIRATLI TÜRKER, PhD

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	N/A
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		New Media and Dijital Transformation	
Week - 2		Transition from Traditional PR to Digital PR	
Week - 3		Digitized Target Audience	
Week - 4		Digitalization and Social Media	
Week - 5		Review of 1st and 2nd Week Contents and Question Solving	
Week - 6		Review of 3rd and 4th Week Contents and Question Solving	
Week - 7		Midterm Exam	
Week - 8		Story and Persuasion in Digital Environments	
Week - 9		Big Data and Artificial Intelligence in PR	
Week - 10		Virtual Reality and Augmented Reality in PR	
Week - 11		Digitalization in PR Application Areas	
Week - 12		Review of 8th and 9th Week Contents and Question Solving	
Week - 13		Review of 10th and 11th Week Contents and Question Solving	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	They will be able to determine the characteristics of Traditional Public Relations and Digital Public Relations. They will be able to list the similarities and differences between these two fields. They will be able to integrate the Digital Public Relations Field with the concepts of New Media, Digital Transformation and Social Media. They will be able to comprehend the contents of the concepts of Gatekeeper, Social Media Influencers, Target Audience. They will be able to focus on the importance of User-Created Content, Product-Consumers, Online Communities, Generation Concepts. Will be able to explain the concepts of Digital Natives, Digital Immigrants, Analog Data, Digital Data, Hypertext, Social Media Platforms. Explain the Story in Public Relations, Story and Narration in Digital Environments. They will be able to list the concepts and features of Persuasion, Big Data, Artificial Intelligence, Virtual Reality, Augmented Reality in Digital Environments. They will be able to comprehend the relations between Public Relations Practice Areas and Digital Platforms.

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.