Course Syllabus

Code - Course Title	**HİT301U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	RESEARCH ASSISTANT NEŞE SATILMIŞ

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		In-company communication and PR facilities	
Week - 2		In-company communication and PR facilities	
Week - 3		In-company PR management and leadership	
Week - 4		In-company PR management and leadership	
Week - 5		Corporate culture and its importance in in-company PR	
Week - 6		Corporate culture and its importance in in-company PR	
Week - 7		Target audience in in-company PR	
Week - 8		In-company PR's objectives, tools and media	
Week - 9		In-company PR's objectives, tools and media	
Week - 10		In-company PR and related areas	
Week - 11		In-company PR and related areas	
Week - 12		Organizing in-company PR: Actors, roles and skills	
Week - 13		Organizing in-company PR: Actors, roles and skills	
Week - 14		In-company PR and conflict management	

Learning Outcomes

#	Learning Outcome
1	Be able to determine activities verified by public relations
2	Be able to define leadership concept
3	Be able to define corporate culture concept
4	Be able to explain target audience varieties
5	Be able to explain in company public relations goals

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**