Course Syllabus

Code - Course Title	**HİT306U -**
Course Type	VI. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	ASSIST. PROF. DR. SİMGE SÜLLÜ DURUL

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	Yüzer, T.F. (Ed.) (2018). Sürdürülebilirlik ve Halkla İlişkiler. Eskişehir: Anadolu Üniversitesi
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Sustainability, corporate social responsibility and public relations	
Week - 2		Public Relations and Ethics in terms of Sustainability	
Week - 3		Public Relations and Ethics in terms of Sustainability	
Week - 4		Public Relations in Sustainable Brand Understanding	
Week - 5		Public Relations in Sustainable Brand Understanding	
Week - 6		Creating and Sharing Sustainable Strategic Plans	
Week - 7		Midterm Exam	
Week - 8		Measuring and Reporting Sustainability in Public Relations	
Week - 9		Increasing Sustainability Awareness with Social Networks	
Week - 10		Increasing Sustainability Awareness with Social Networks	
Week - 11		Increasing Sustainability Awareness with Mass Media	
Week - 12		Increasing Sustainability Awareness with Mass Media	
Week - 13		Increasing Sustainability Awareness in Face-to-Face Environments	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Will understand the relationship between public relations and sustainability
2	Will be able to create sustainable strategic plan
3	Will gain skills to measure and report sustainability in public relations
4	Will gain knowledge on increasing awareness about sustainability

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**