## Course Syllabus

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| **Code - Course Title** | **HİT210U -** |
| **Course Type** | IV. SEMESTER |
| **Laboratory + Practice** | 0+0 |
| **ECTS** | **5.0** |
| **Language of Instruction** | Türkçe |
| **Course Type** | Elective Courses |
| **Course Instructor(s)** | LECTURER DR. ESRA FIRATLI TÜRKER |

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| **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.*

| Assessment Method and Passing Requirements | Quamtity | Percentage (%) |
|---|---|---|
| 1.Midterm Exam | 1 | 30 |
| Final Exam | 1 | 70 |
| | **Sum (%)** | **100** |