Course Syllabus

Code - Course Title	**HİT304U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. BARIŞ KILINÇ

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	No recommended courses
Recommended Resources	Kılınç, B., (2016)Kamu Diplomasisi ve Uluslararası Halkla İlişkiler, Anadolu Universitesi Yay. Eskişehir
Work Placement	No work placement

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		International Public Relations and Public Diplomacy As an Activity of Public Relations	
Week - 2		International Public Relations and Public Diplomacy As an Activity of Public Relations	
Week - 3		The Emergence of Public Diplomacy as an Element of Soft Power	
Week - 4		The Emergence of Public Diplomacy as an Element of Soft Power	
Week - 5		Public Diplomacy Tools and Application Areas	
Week - 6		Public Diplomacy Tools and Application Areas	
Week - 7		Models of Public Diplomacy	
Week - 8		Traditional and New Media Applications for Public Diplomacy	
Week - 9		Traditional and New Media Applications for Public Diplomacy	
Week - 10		The role of International Activities and External Aid for Public Diplomacy	
Week - 11		The role of International Activities and External Aid for Public Diplomacy	
Week - 12		The Public Diplomacy in Turkey	
Week - 13		The Public Diplomacy in Turkey	
Week - 14		The Public Diplomacy Actors in Turkey and Role of Media	

Learning Outcomes

#	Learning Outcome
1	The Student will be able to explain international public relations and public diplomacy as an activity of public relations.
2	The student will be able to explain the emergence of public diplomacy as an element of soft power.
3	The student will be able to explain public diplomacy tools and application areas.
4	The student will be able to the models of public diplomacy.
5	The student will be able to public diplomacy in Turkey and public diplomacy actors in Turkey.

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**