Course Syllabus

Code - Course Title	**İLT103U -**
Course Type	I. SEMESTER
Laboratory + Practice	0+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ASSIST. PROF. DR. CANSU GÖNCÜOĞLU

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There are no lessons related with the suggested lesson.
Recommended Resources	Publication of Anadolu Üniversitesi Public Relations and Communications course book
Work Placement	There is no internship or practice for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Communication and Public Relations in the Communication Process	
Week - 2		Communication and Public Relations in the Communication Process	
Week - 3		Interpersonal communication	
Week - 4		Interpersonal communication	
Week - 5		Personal Relationships and Behavior Development Process	
Week - 6		Agreement and Reconciliation in the Communication Process	
Week - 7		Mid term exam	
Week - 8		Communication and Perception	
Week - 9		Communication and Perception	
Week - 10		Communication and persuasion	
Week - 11		Communication and persuasion	
Week - 12		Empathy Behavior in the Communication Process	
Week - 13		Corporate communications	
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	Generally speaking, Public Relations includes efforts to establish, strengthen and protect relationships between an organization and its target audience. All these can be affected by social, economic, political, individual and technological developments. At this point, the role of the public relations specialist comes into play and his duty is to inform the organizations he serves about these developments and to help them organize their systems and keep them in harmony. Public relations is the set of planned activities in which feedback is also important, in order to inform the internal and external target audience, to reach the goals determined in line with the strategy, and to leave a positive mark. In the Public Relations Process, various methods and tools such as press releases, seminars, festivals, press trips, openings, celebrations, in-house media organs, face-to-face and mass communication, speeches and interviews, newspapers and magazines are used.
2	At the end of this course, the student; Will be able to define the importance and function of public relations in communication and communication process. Will be able to explain interpersonal communication. Will be able to discuss personal relationships and behavior development process. Will be able to interpret the concepts of agreement and compromise in the communication process. Will be able to define the concepts of communication and perception. Will be able to explain the elements and functions of persuasion in communication. Will be able to interpret the behavior of empathizing in the communication process. Will be able to transfer corporate communication and functions. Will be able to define the importance and function of public relations in communication and communication process. Will be able to explain interpersonal communication. Will be able to discuss personal relationships and behavior development process. Will be able to interpret the concepts of agreement and compromise in the communication process. Will be able to define the concepts of communication and perception. Will be able to explain the elements and functions of persuasion in communication. Will be able to interpret the behavior of empathizing in the communication process. Will be able to transfer corporate communication and functions. Will be able to define the importance and function of public relations in communication and communication process. Will be able to explain interpersonal communication. Will be able to discuss personal relationships and behavior development process. Will be able to interpret the concepts of agreement and compromise in the communication process. Will be able to define the concepts of communication and perception. Will be able to explain the elements and functions of persuasion in communication. Will be able to interpret the behavior of empathizing in the communication process. Will be able to transfer corporate communication and functions.

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**