Course Syllabus

Code - Course Title	**HİT102U - Public Relations**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. AYDIN ZİYA ÖZGÜR

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	-
Recommended Resources	-
Work Placement	-

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Public Relations as a Concept	
Week - 2		Development Process of Public Relations	
Week - 3		Public Relations and Communication	
Week - 4		Public Relations Career	
Week - 5		Public Relations in Practice and Related Fields	
Week - 6		Public Relations Process	
Week - 7		Midterm	
Week - 8		Internal Public Relations	
Week - 9		External public relations	
Week - 10		Traditional Communication Tools Used in Public Relations	
Week - 11		Digital Communication Tools Used in Public Relations	
Week - 12		Public Relations and New Media	
Week - 13		Public Relations and Ethics	
Week - 14		FINAL EXAM	

Learning Outcomes

#	Learning Outcome
1	Will be able to define public relations as a concept and explain the development process.
2	Will be able to explain the relationship between communication and public relations and list the characteristics of the profession.
3	Will be able to list the fields in which public relations are related in practice.
4	Will be able to explain the process of public relations.
5	Will be able to explain internal and external public relations.
6	Will be able to list traditional and digital communication tools and their features used in public relations.
7	Will be able to explain the relationship between public relations and ethics.

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**