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| **COURSE INFORMATON** | | | | | |
| **Course Title** | *Code* | *Semester* | *L+P Hour* | *Credits* | *ECTS* |
| History, Theory and Practice of Public Relations | PRP 502 | 1 | 3 + 0 | 3 | 7 |

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| **Prerequisites** | - |

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| **Language of Instruction** | English |
| **Course Level** | Master’s Degree |
| **Course Type** | Compulsory |
| **Course Coordinator** |  |
| **Instructors** |  |
| **Assistants** |  |
| **Goals** | The aim of this introduction course is to introduce the principles, theories, publics and the process of Public Relations. The course will provide students with a through theoretical basis for successful practice. |
| **Content** | Functions of Public Relations, the history of public relations, Theories of relationships – Theories of Cognition and Behavior – Theories of Mass Communication, PR program management |

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| **Learning Outcomes** | **Program Outcomes** | **Teaching Methods** | **Assessment Methods** |
| 1). To have a knowledge on theories, functions and elements of PR | 1,2,3,4,5,6,7,8,9,10,11,12,13,14 | 1,2,3 | A,C |
| 2). To learn the history of PR | 1,2,3,4,5,6,7,8,9,10,11,12,13,14 | 1,2,3 | A,C |
| 3). To distinguish types of theories in PR. | 1,2,3,4,5,6,7,8,9,10,11,12,13,14 | 1,2,3 | A,C |
| 4). To prepare an action or special event with the theories with using the media. | 1,2,3,4,5,6,7,8,9,10,11,12,13,14 | 1,2,3,10 | A,C |

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| **Teaching Methods:** | 1: Lecture, 2: Question-Answer, 3: Discussion, 9: Assignment, 10: Project |
| **Assessment Methods:** | A: Testing, C: Homework |

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| **COURSE CONTENT** | | |
| **Week** | **Topics** | **Study Materials** |
| 1 | INTRODUCTION/ SYLLABUS |  |
| 2 | A first definition and an overview of public relations |  |
| 3 | History of PR- Grunig and Hunt’s Four Models of PR |  |
| 4 | **Public** Public Relations in Organizational Decision Making |  |
| 5 | Theoretical Basis for Public Relations |  |
| 6 | Public relations process |  |
| 7 | **Public** Relations process |  |
| 8 | Midterm |  |
| 9 | **Public** Relations process |  |
| 10 | Programming |  |
| 11 | **Public** Relations process |  |
| 12 | Media Relations |  |
| 13 | Media Relations |  |
| 14 | Media Relations Exercise - Overview |  |

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| **RECOMMENDED SOURCES** | |
| **Textbook** | *Public Relations, The Profession and the Practice*, (1997), Baskin,Arononoff &Latimore, 4th edition, McGraw Hill. |
| **Additional Resources** |  |

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| **MATERIAL SHARING** | |
| **Documents** | *Public Relations, The Profession and the Practice*, (1997), Baskin,Arononoff &Latimore, 4th edition, McGraw Hill. |
| **Assignments** | Each student will be required to make a 10 minutes presentation of a topic or case related with PR. Quality of the presentation will affect overall course grade |
| **Exams** | Midterm and Final |

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| **ASSESSMENT** | | |
| **IN-TERM STUDIES** | **NUMBER** | **PERCENTAGE** |
| Mid-terms | 1 | 40 |
| Short Assignments | 10 | 40 |
| Group Work Performance | 1 | 10 |
| Attendance and Participation | 1 | 10 |
| **Total** |  | **100** |
| **CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE** |  | 50 |
| **CONTRIBUTION OF IN-TERM STUDIES TO OVERALL gRADE** |  | 50 |
| **Total** |  | **100** |

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| **COURSE CATEGORY** | Expertise/Field Courses |

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| **COURSE'S CONTRIBUTION TO PROGRAM** | | | | | | | |
| No | Program Learning Outcomes | Contribution | | | | | |
| 1 | 2 | 3 | 4 | 5 |  |
| 1 | Students will be aware of research methods and techniques, and will develop scientific and analytical thinking skills necessary in the production of scientific knowledge. |  | **X** |  |  |  |  |
| 2 | Students will gain the necessary outlook to understand and apply principles of communication and gain an advanced idea about communication theories and its general public discourse, group dynamics and elements of successful corporate communication. |  |  | **x** |  |  |  |
| 3 | Students actively use their media literacy skills through news gathering processes. |  |  |  | **X** |  |  |
| 4 | Student will gain necessary knowledge about the function and development of community organizations and institutions, such as family, religion, education, science and technology. |  |  |  | **X** |  |  |
| 5 | Students will be able to prepare and present topic appropriate texts, speeches, announcements and presentations in English using audio visual tools. |  |  |  |  | **x** |  |
| 6 | Students will have the necessary skills necessary for the successful practice of public relations, such as researching, defining objectives, identifying target audiences and appropriate messages, as well as selecting the right communication channels and reviewing and evaluating research results. |  |  |  | **X** |  |  |
| 7 | Students will be familiar and equipped with all elements of marketing communication; advertising, public relations, sales promotion, direct marketing and e-communication. |  |  | **X** |  |  |  |
| 8 | Students will be able to evaluate brand management strategies both in Turkey and abroad, and will have gained the necessary knowledge for their application and will have the ability to analyze diverse campaigns. |  |  |  | **x** |  |  |
| 9 | Students will be aware and conscious about ethical rules and standards in the practice of public relations and will engage in the practive of the profession by adopting the principle of institutional and professional loyalty as a personal responsibility norm. |  |  |  | **X** |  |  |
| 10 | Students will be equipped to analyze political, economic and technological developments influential in the area of public relations and will be equipped to solve possible crises and create new strategies based on and parallel to new circumstances. | **x** |  |  |  |  |  |
| 11 | Students will be able to comprehend and discuss mass communication theories and their reflection as perceived within the activities of communication professionals |  |  |  |  | **X** |  |
| 12 | Students will be able to effectively engage in media research, planning and purchase. |  |  |  | **x** |  |  |
| 13 | Students will comprehend the theoretical and conceptual relations between public relations and politics and will be able to apply them on a case basis, and will gain the equipment about national and international political cultures. |  |  |  | **X** |  |  |
| 14 | Students will comprehend the importance and be aware of minding the benefit of society as a whole as well as that of the corporation/institution while practicing public relations as a profession. |  |  |  | **X** |  |  |

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| **ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION** | | | |
| Activities | Quantity | Duration (Hour) | Total Workload (Hour) |
| Course Duration (Including the exam week: 16x Total course hours) | 16 | 3 | 48 |
| Hours for off-the-classroom study (Pre-study, practice) | 16 | 3 | 48 |
| Mid-terms | 1 | 10 | 10 |
| Short Assignments | 10 | 3 | 30 |
| Group Work Performance | 1 | 15 | 15 |
| Discussion Leader/Class presentation | 1 | 15 | 15 |
| Final examination | 1 | 10 | 10 |
| **Total Work Load** |  |  | 176 |
| **Total Work Load / 25 (h)** |  |  | 7.04 |
| **ECTS Credit of the Course** |  |  | 7 |