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| COURSE INFORMATON  |
| **Course Title** | *Code* | *Semester* | *L+P Hour* | *Credits* | *ECTS* |
| New Approaches in PR  | PRP528  |   | 3 + 0 | 3 | 6 |

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| **Prerequisites** | PRP 514 |

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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 course is to analyze the new tendencies on the conceptand practice of PR in global sphere; the comparative approach of basic Public Relations theories and the popular corporate PR tools.  |
| **Content** | What is Globalization?What are the main actors of globalization process?What are the popular tool of Corporate PR Practices? What are the basic approaches in Public Relations Studies?  |

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| **Learning Outcomes**  | **Program learning outcomes** | **Teaching Methods**  | **Assessment Methods**  |
| 1) Enhance the student's awareness of the power of Public Relations practices in the globalization process; | 8,13 |  1,2,3 | A,C  |
| 2) Provide students the knowledge to understand the role of global brands in local market; | 8 | 1,2,3 | A,C  |
| 3) Enhance the student's awareness about the various strategies and tools of global Public Relations;  | 6,7 | 1,2,3  | A,C  |
| 4) Provide students the knowledge to understand the mainstream studies versus rhetorical and critical approaches in Public Relations; | 11 | 1,2,3  | A,C  |
| 5) Increase the student's ability to evaluate the effects of conventional and online public relations tactics  | 6 | 1,2,3  | A,C  |

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

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| **COURSE CONTENT** |
| **Week** | **Topics** | **Study Materials** |
| 1 | Introduction  |  |
| 2 | Global Philosophy of Public Relations |  |
| 3 |  Strategies of PR in the global and local sphere |  |
| 4 | What is Global Public Relations? Actors of Global PR  |  |
| 5 | Systems Perspectives versus Rhetorical and Critical Approaches to Public Relations  |  |
| 6 |  Presentation performances (Midterm grade): Sponsorship as a Corporate PR tool |  |
| 7 |  Corporate Social Responsibility Projects |  |
| 8 | Ethical Approaches to Public Relations - Global PR Organizations  |  |
| 9 | Niche Marketing Intercultural Marketing Communication |  |
| 10 | Social Networks and Public Relations |  |
| 11 | Lobbying  |  |
| 12 | Public Relations in Diplomacy |  |
| 13 | Reputation Management |  |
| 14 | General Revision and submissionofresearch reports (midterm grade) |  |

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| **RECOMMENDED SOURCES** |
| **Textbook** | LECTURE NOTES |
| **Additional Resources** |

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| Baskin, O. and Aranoff G. (2009)  | Public Relations,The Profession and the Practice. Mc Graw-Hill. |
| Bıçakçı, İ. (2003) | İletişim ve Halkla İlişkiler. MediaCat Kitapları |
| Blythe, J. (2003) | Essentials of Marketing Communications. FT Prentice Hall. |
| Daft, R.L. (1994)Hassan,S.Salah E.(1994)  Herman,E.,Chomsky N.(2005) Hoogvelt,A.(1997) | Management. The Dryden Press.*Globalization of Consumer Markets,Structures and Strategies.*NY:International Business Press, pp.3-61,91-114,179-206,209-260,283-323 Manufacturing Consent. Pantheon Books.*Globalization and the Postcolonial World:*The *New Political Economy of Development. Baltimore, Maryland: The Johns Hopkins University Press,pp.114-131.* |
| Luthans, F. (1995) | Organizational Behavior. Mc Graw-Hill Series in Management. |
| Turow, J. (1999) Ed. E.Toth, Robert L.Health, Taylor Francis (2009) | Media Today. Houghton Mifflen Company.Rhetorical and Critical Approaches to Public Relations,. |
| Robock, S. and Simmonds, K. (1999) | International Business and Multinational Enterprises, Homewood, Illinois: Richard D Irwin INC. |

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| **MATERIAL SHARING** |
| **Documents** |  |
| **Assignments** |  |
| **Exams** |  |

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| **ASSESSMENT** |
| **IN-TERM STUDIES** | **NUMBER** | **PERCENTAGE** |
| Mid-term presentation | 1 | 40 |
| Assignment | 1 | 40 |
| Attendance and Participation | 1 | 20 |
| **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. |  |  |  |  |  |  |
| 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. |  |  |  |  |  |  |
| 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. |  |  |  |  |  |  |
| 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) | TotalWorkload(Hour) |
| Course Duration (Including the exam week: 16x Total course hours) | 16 | 3 | 48 |
| Hours for off-the-classroom study (Pre-study, practice) | 16 | 5 | 80 |
| Mid-terms | 1 | 5 | 5 |
| Assignment | 1 | 5 | 5 |
| Final examination | 1 | 10 | 10 |
| **Total Work Load** |   |   | 148 |
| **Total Work Load / 25 (h)** |   |   | 5.92 |
| **ECTS Credit of the Course** |   |   | 6 |