

## 1. Course Description

COURSE DESCRIPTION FORM		
Course Code and Title	TOS306 PUBLIC RELATION	
Course Semester	3	
Catalog Description (Content) of the Course	History importance and development of public relations. Goals, basic principle and ethical approach. Organizing of public relation. Public relation management. Social body in public relation policy. Communications tools in public relation. Efficient presentation technique in public relation. Public relation application in Turkey.	
Main Textbook	<ul style="list-style-type: none"> <li>• Sabuncuoğlu, Z. (2001), İşletmelerde H.İ., Bursa, Ezgi Kitabevi, 5. Baskı</li> </ul>	
Supporting Textbooks	<ul style="list-style-type: none"> <li>• Önal, G., (2000), Halkla İlişkiler, İstanbul, Türkmen Kitabevi, 2.Baskı.</li> <li>• Çamdereli, M., (2000), Anahatlarıyla H.İ.,</li> <li>• Tortop, N., (1993), Halkla İlişkiler, Ankara, Yargı Yayınları</li> </ul>	
Course Credit (ECTS)	3	
Prerequisites of the Course (Compulsory attendance should be indicated here.)	There is no prerequisite or co-requisite for this course.	
Type of the Course	Elective	
Instruction Language of the Course	Turkish	
Object and Target of the Course	General information about public relations.	
Learning Outcomes of the Course	To get the necessary background for realizing the effective P.R. implementation.	
Mode of Delivery	The mode of delivery of this course is Face to face	
Weekly Schedule of the Course	1. Week	HISTORY IMPORTANCE AND DEVELOPMENT OF PUBLIC RELATIONS: It's definition, importance, historical development, social responsibility understanding in public relations.
	2. Week	HISTORY IMPORTANCE AND DEVELOPMENT OF PUBLIC RELATIONS: Basic concepts connected with public relation, organization culture and public relations.
	3. Week	GOALS, BASIC PRINCIPLES AND ETHICAL APPROACH: Goals, basic principles, ethics and public relations
	4. Week	ORGANIZING OF PUBLIC RELATION: The location of public relation in organization, it's organizational structure, work place characteristics, the characteristics of employees
	5. Week	MIDTERM EXAM I
	6. Week	PUBLIC RELATION MANAGEMENT: Investigation, Planning.
	7. Week	PUBLIC REALTION MANAGEMENT: Directing, Control.
	8. Week	SOCIAL BODY IN PUBLIC RELATION POLICY: Internal public relation, External public relation.
	9. Week	SOCIAL BODY IN PUBLIC RELATION POLICY: Relations with media.
	10. Week	COMMUNUCATIONS TOOLS IN PUBLIC RELATION: Written tools, Oral tools.
	11. Week	COMMUNUCATIONS TOOLS IN PUBLIC

		RELATION: Audio tools, Visual tools.		
	12. Week	MIDTERM EXAM II		
	13. Week	EFFICIENT PRESENTATION TECHNIQUE IN PUBLIC RELATION: Presentation planning, Using audio-visual meterials, Efficient conversation, Efficient listening, Asking question technique		
	14. Week	PUBLIC RELATION APPLICATIONS IN TURKEY: Public relation in industrial and service firms, public relation in public sector.		
<b>Educative Activities</b> <i>(Credit will be determined based on the time given for these activities. Should be filled carefully.)</i>	Theoretical Study Hours of Course Per Week Mid-Term and Studying for Mid-Term Final and Studying for Final			
<b>Assessment Criteria</b>		<b>Quantity</b>	<b>Total Contribution (%)</b>	
	Midterm	2	60	
	Homework	0	0	
	Assignment	0	0	
	Projects	0	0	
	Practice	0	0	
	Quiz	0	0	
	Contribution of In-term Studies to Overall Grade		60	
	Contribution of Final Examination to Overall Grade		40	
Attendance				
<b>Workload of the Course</b>	<b>Activity</b>	<b>Total Week Count</b>	<b>Weekly Duration (in hour)</b>	<b>Total Workload in Semester</b>
	Theoretical Study Hours of Course Per Week	14	3	42
	Practicing Hours of Course Per Week			0
	Reading			0
	Searching in Internet and Library			0
	Designing and Applying Materials			0
	Preparing Reports			0
	Preparing Presentation			0
	Presentation			0
	Mid-Term and Studying for Mid-Term	2	10	20
	Final and Studying for Final	1	12	12
	Other	1	10	10
	Total work load			84
	Total work load/25			3,36
	ECTS of the course			3

Course's Contribution To Program	No	Program Learning Outcomes	1	2	3	4	5
	1	Adequate knowledge in mathematics, science and engineering subjects pertaining to the relevant discipline; ability to use theoretical and applied information in these areas to model and solve engineering problems.					
	2	Ability to identify, formulate, and solve complex engineering problems; ability to select and apply proper analysis and modeling methods for this purpose.					
	3	Ability to design a complex system, process, device or product under realistic constraints and conditions, in such a way as to meet the desired result; ability to apply modern design methods for this purpose.					
	4	Ability to devise, select, and use modern techniques and tools needed for engineering practice; ability to employ information technologies effectively.					
	5	Ability to design and conduct experiments, gather data, analyze and interpret results for investigating engineering problems.					
	6	Ability to work efficiently in intra-disciplinary teams.		X			
	7	Ability to work efficiently in multi-disciplinary teams;					
	8	Ability to work individually.					
	9	Ability to communicate effectively in Turkish/English, both orally and in writing; Ability to write effective reports and comprehend written reports, make effective presentations,		X			
	10	Prepare design and production reports, give and receive clear and intelligible instructions.					
	11	Recognition of the need for lifelong learning; ability to access information, to follow developments in science and technology, and to continue to educate him/herself.		X			
	12	Awareness of professional and ethical responsibility.		X			
	13	Information about business life practices such as project management, risk management, and change management.		X			
	14	Information about awareness of entrepreneurship, innovation, and sustainable development.		X			
	15	Knowledge about contemporary issues and the global and societal effects of engineering practices on health, environment, and safety.		X			
	16	Knowledge about awareness of the legal consequences of engineering solutions.		X			
	17	Knowledge on standards used in engineering practice.					
Name of Lecturer(s) and Contact Information		1. Assist. Prof. Dr. Erol – Email: esahin@gazi.edu.tr					