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| **COURSE DESCRIPTION FORM** | |
| **Course Code and Name** | **SYB 205 PUBLIC RELATION** |
| **Course Semester** | 3rd Semester |
| **Catalog Content** | The concept of public relations, development, definition, purpose, scope, method, principle tools, public relations, techniques, the role of managers in public relations. Public relations with sports institutions and organizations. |
| **Textbook** | Karacan Doğan, P. (2018). Halkla Ilişkiler. Ankara: Gazi Kitabevi. |
| **Supplementary Textbooks** | Kazancı, M. (2016). Kamuda ve Özel Sektörde Halkla Ilişkiler. Ankara: Turhan Kitabevi.  - Okay, A., & Okay, A. (2015). Halkla Ilişkiler, Kavram, Strateji ve Uygulamaları. Istanbul: Der Yayınları.  - Peltekoğlu, F. B. (2016). Halkla Ilişkiler Nedir? Istanbul: Beta Basım Yayın.  - Sabuncuoğlu, Z. (2013). Işletmelerde Halkla Ilişkiler. Bursa: Alfa Akademi Basım Yayın. |
| **Credit** | 4 |
| **Prerequisites of the Course**  **(Attendance Requirements)** | Attendance Required |
| **Type of the Course** | Compulsory |
| **Instruction Language** | Turkish |
| **Course Objectives** | To understand the importance of public relations as a management function and its contributions to organizations, and the place and importance of public relations studies for the public and private sector. |
| **Course Learning Outcomes** | 1. Have information about the concept of public relations.  2. Analyze the formation and development processes of public relations concept  3. Defines the problems of public relations.  4. Learn the role and importance of public relations in management.  5. Comprehends the relationship between the concept of public relations and sports management. |
| **Instruction Methods** | Formal learning |
| **Weekly Schedule** | 1. The concept of public relations 2. Emergence and Development of Public Relations 3. Public Relations and Related Fields (Advertising, Marketing and Promotion) 4. Public Relations and Related Fields (Propaganda, Lobbying, Promotion, Audiences, Public Opinion) 5. Public Relations and Communication 6. Internal Communication and Public Relations 7. Organization of Public Relations 8. Mid-term Exam 9. Public Relations in Public Sector 10. Public Relations in Private Sector 11. Public Relations Process (Research, Planning, Implementation, Evaluation) 12. Communication Tools Used in Public Relations 13. Crisis Management and Public Relations 14. Laws and Regulations for Public Relations Professional Principles 15. Public Relations in Sport Business |
| **Teaching and Learning Methods** | Weekly theoretical course hours  Reading Activities  Internet browsing, library work  Preparing a Presentation  Presentations  Preparation of Midterm and Midterm Exam  Final Exam and Preparation for Final Exam |
|  | |  |  |  | | --- | --- | --- | |  | **Numbers** | **Total Contribution (%)** | | Midterm Exams | 1 | 50 | | Assignment |  |  | | Application |  |  | | Projects |  |  | | Practice |  |  | | Quiz |  |  | | Percent of In-term Studies (%) | 1 | 50 | | Percentage of Final Exam to Total Score (%) | 1 | 50 | | Attendance |  |  | |
| **Workload** | |  |  |  |  | | --- | --- | --- | --- | | **Activity** | **Total Number of Weeks** | **Duration (weekly hour)** | **Total Period Work Load** | | Weekly Theoretical Course Hours | 14 | 3 | 42 | | Weekly Tutorial Hours |  |  |  | | Reading Tasks | 4 | 3 | 12 | | Studies | 4 | 4 | 16 | | Material Design and Implementation |  |  |  | | Report Preparing | 2 | 3 | 6 | | Preparing a Presentation | 2 | 3 | 6 | | Presentations | 1 | 1 | 1 | | Midterm Exam and Preparation for Midterm Exam | 4 | 2 | 8 | | Final Exam and Preparation for Final Exam | 4 | 3 | 12 | | Other (should be emphasized) |  |  |  | | Total Workload |  |  | 103 | | Total Workload / 25 |  |  | 4,12 | | Course Credit (ECTS) |  |  | 4 | |
| **Contribution Level Between Course Learning Outcomes and Program Outcomes** | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Program Outcomes | 1 | 2 | 3 | 4 | 5 | | 1 | CO 1 |  |  |  |  | x | | 2 | CO 2 |  |  | x |  |  | | 3 | CO 3 |  |  | x |  |  | | 4 | CO 4 |  |  | x |  |  | | 5 | CO 5 |  | x |  |  |  | | 6 | CO 6 |  | x |  |  |  | | 7 | CO 7 | x |  |  |  |  | | 8 | CO 8 |  |  | x |  |  | | 9 | CO 9 | x |  |  |  |  | | 10 | CO 10 | x |  |  |  |  | | 11 | CO 11 |  | x |  |  |  | | 12 | CO 12 |  | x |  |  |  | | 13 | CO 13 |  |  | x |  |  | | 14 | CO 14 |  | x |  |  |  | | 15 | CO 15 | x |  |  |  |  | | 16 | CO 16 |  |  | x |  |  | | 17 | CO17 |  |  |  |  | x | | 18 | CO18 | x |  |  |  |  | | 19 | CO19 |  |  | x |  |  | | 20 | CO20 |  |  | x |  |  | | 21 | CO 21 |  |  | x |  |  | | 22 | CO 22 | x |  |  |  |  | |
| **The Course’s Lecturer(s) and Contact Informations** | Department Members |