

General Info

Objectives of the Course

The aim of this course is to provide students with a comprehensive understanding of the theoretical foundations and practical processes of public relations campaigns. The course focuses on developing key competencies such as strategic planning, target audience analysis, message development, and campaign evaluation, thereby enabling students to design and implement effective and integrated public relations campaigns.

Course Contents

This course covers the conceptual framework and historical development of public relations campaigns, focusing on the stages of campaign planning, target audience analysis, and the development of communication and event strategies. Students will learn how to prepare implementation plans, budgeting, measurement, and evaluation processes. The course also includes case studies and examples of corporate communication, agenda management, crisis management, event management, corporate social responsibility, and political communication campaigns.

Recommended or Required Reading

1- Lecture notes
2- Atatürk University Faculty of Open Education. Public relations campaigns. Erzurum. 2014.
3- Tuncer, A.İ. (2023). Public relations campaigns: Application steps and examples. Nobel Academic Publishing.

Planned Learning Activities and Teaching Methods

Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis

Recommended Optional Programme Components

Not neglecting preparation before the lesson. Paying attention to attendance.

Instructor's Assistants

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Presentation Of Course

Face to face

Dersi Veren Öğretim Elemanları

Inst. Aynur Karakoç

Program Outcomes

1. Enables students to understand the industry.
2. Can identify and explain the fundamental concepts of public relations campaigns.
3. Can engage in teamwork.
4. Can analyze case studies.
5. Can analyze the target audience and develop appropriate communication strategies.

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
1	Students are required to study the course materials from page 1 to page 12.	Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis	Introduction to Public Relations Campaigns	
2	Students are required to study the course materials from page 13 to page 27.	Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis	Types of Campaigns in Public Relations (Corporate Communication, Marketing Communication, Crisis Management, etc.)	
3	Students are required to study the course materials from page 28 to page 45.	Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis	Campaign Stages and the Planning Process	
4	Students are required to study the course materials from page 46 to page 60.	Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis	The Planning Process in Public Relations, Situation Analysis, and Applications of SWOT Analysis,	
5	Students are required to study the course materials from page 61 to page 70.	Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis	Identification of the Target Audience	
6	Students are required to study the course materials from page 71 to page 91.	Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis	The Concept of Target Audience, Its Structure, and Analysis Methods	
7	Students are required to study the course materials from page 92 to page 108.	Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis	Analysis of the Target Audience Based on Psychological Characteristics and Group Relations	
8			Ara Sınav	
9	Students are required to study the course materials from page 109 to page 126.	Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis	Developing Communication and Event Strategies	
10	Students are required to study the course materials from page 127 to page 133.	Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis	The Role and Importance of the Message in Communication Strategies	
11	Students are required to study the course materials from page 134 to page 155.	Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis	Communication Methods and Tools to Be Used in Message Delivery	
12	Students are required to study the course materials from page 156 to page 180.	Lecture, Discussion, Question and Answer, Observation, Demonstration, Practice and Drills, Case Study Analysis	Event Strategies, Event Management Process, and Types of Events	
13	Presentation	Students work in groups to plan and present a campaign project.	Assignment Presentations	
14	Presentation	Students work in groups to plan and present a campaign project.	Assignment Presentations	
15	Presentation	Students work in groups to plan and present a campaign project.	Assignment Presentations	
16			Final Exam	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Ödev	1	5,00
Final	1	1,00
Teorik Ders Anlatım	14	3,00
Ara Sınav Hazırlık	7	3,00
Final Sınavı Hazırlık	7	3,00
Araştırma Sunumu	1	3,00
Derse Katılım	14	1,00
Ders Öncesi Bireysel Çalışma	14	2,00
Tartışmalı Ders	14	1,00
Vize	1	1,00

Activities	Weight (%)
Final	60,00
Ödev	40,00

Pazarlama ve Reklamcılık Bölümü / HALKLA İLİŞKİLER VE TANITIM X Learning Outcome Relation

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14
L.O. 1	5	3	4	2	2	3	2	3	3	3	5	3	4	5
L.O. 2	5	2	4	2	3	4	2	3	3	3	5	4	5	5
L.O. 3	2	2	3	1	3	3	5	3	3	2	4	3	4	3
L.O. 4	3	2	3	2	5	4	3	3	3	3	4	3	5	4
L.O. 5	4	3	4	2	4	5	3	3	4	4	5	5	5	5

Table :

- P.O. 1 :** Mesleği ile ilgili temel, güncel ve uygulamalı bilgilere sahip olur.
- P.O. 2 :** İş sağlığı ve güvenliği, çevre bilinci ve kalite süreçleri hakkında bilgi sahibi olur.
- P.O. 3 :** Mesleği için güncel gelişmeleri ve uygulamaları takip eder, etkin şekilde kullanır.
- P.O. 4 :** Mesleği ile ilgili bilişim teknolojilerini (yazılım, program, animasyon vb.) etkin kullanır.
- P.O. 5 :** Mesleki problemleri ve konuları bağımsız olarak analitik ve eleştirel bir yaklaşımla değerlendirme ve çözüm önerisini sunabilme becerisine sahiptir.
- P.O. 6 :** Bilgi ve beceriler düzeyinde düşüncelerini yazılı ve sözlü iletişim yolu ile etkin biçimde sunabilir, anlaşılır biçimde ifade eder.
- P.O. 7 :** Alanı ile ilgili uygulamalarda karşılaşılan ve öngörülemez karmaşık sorunları çözmek için ekip üyesi olarak sorumluluk alır.
- P.O. 8 :** Kariyer yönetimi ve yaşam boyu öğrenme konularında farkındalığa sahiptir.
- P.O. 9 :** Alanı ile ilgili verilerin toplanması, uygulanması ve sonuçlarının duyurulması aşamalarında toplumsal, bilimsel, kültürel ve etik değerlere sahiptir..
- P.O. 10 :** Bir yabancı dili kullanarak alanındaki bilgileri takip eder ve meslektaşları ile iletişim kurar.
- P.O. 11 :** Farklı sektörlerde halkla ilişkiler ve tanıtım disiplini içerisinde değerlendirme yöntemlerini açıklar ve uygular.
- P.O. 12 :** Görsel, işitsel ve yazılı medya araçlarının planlamasını yapar, sosyal sorumluluk, sponsorluk gibi yöntemleri geleneksel medyada ve sosyal medya mecralarında uygular
- P.O. 13 :** Halkla ilişkilerde etkinlik yönetimi kapsamında sosyal, kültürel, bilimsel ve benzeri etkinlikleri planlayarak organizasyon ve ölçümleme süreçlerini uygular, iletişim kampanyaları için proje yönetimi yaklaşımı ile fikirler oluşturur.
- P.O. 14 :** Halkla ilişkiler, müşteri ilişkileri yönetimi, ürün yönetimi ve marka yönetiminin temel kavramları ve mevzuatı açıklar.
- L.O. 1 :** Sektörü tanıyabilir
- L.O. 2 :** Halkla ilişkiler kampanyalarının temel kavramlarını tanıyabilir ve açıklayabilir.
- L.O. 3 :** Ekip çalışması yapabilir,
- L.O. 4 :** Örnek olayları analiz edebilir
- L.O. 5 :** Hedef kitleyi analiz edebilir ve uygun iletişim stratejileri geliştirebilir.