Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP201	Theories and Models of Public Relations	3	3	0	0	3	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	This course aims to introduce models and key concepts of public relations and basic concepts of professional communication skills. This course will not only consider public relations from an administrative and technical perspective, but also consider as an activity and social phenomenon and aims to prepare individuals to profession who could realize critical and ethical decision-making.
Content	Public relations theories and models PR strategies and tactics PR and social responsibility PR and ethical decision making Critical perspectives in PR

References	Lecture notes. CHOMSKY, Noam. Medya Denetimi: Immediast Bildirgesi. 2. Baskı, İstanbul: Tüm Zamanlar Yayıncılık, 1995. CUTLIP S.M., CENTER A.H. ve BROOM G.M., Effective Public Relations, 8th. Edition, New Jersey: Prentice-Hall International, 2000. ÇINARLI, İnci. Stratejik İletişim Yönetimi, 2. Baskı, İstanbul: Beta Yayınları, 2013. ? ERDOĞAN, İrfan. Teori ve Pratikte Halkla İlişkiler, Ankara: Erk Yayınları, 2006. EWEN, Stuart. PR! A Social History of Spin. New York: Basic Books, 1996. GREGORY Anne, Planning and Managing Public Relations Campaigns, 2nd . ed., London: Kogan Page Ltd., 2000. GRUNIG James E. ve HUNT Todd. Managing Public Relations, New York: Holt, Reinehart ve Wilson Inc., 1984. HEATH, Robert L. ve COOMBS, W. Timothy. Today's Public Relations: An Introduction, California: Sage Publications, 2000. IHLEN Øyvind, VAN RULER Betteke ve FREDRIKSSON Magnus, Public Relations and Social Theory: Key Figures and Concepts, New York: Routledge, 2009. JEFKINS Frank, Public Relations Techniques, 2nd ed., UK: Butterworth Heinemann, 2004. JOWETT, Garth S. ve O'DONNELL Victoria. Propaganda and Persuasion, 4th ed., California: Sage Publications, 2006. L'ETANG, Jacquie ve PIECZKA, Magda (eds.). Halkla İlişkilerde Eleştirel Yaklaşımlar. Ankara: Vadi Yayınları, 2002. NEWSOM Doug, TURK Vanslyke Judy and KRUCKEBERG Dean. This is PR: The Realities of Public Relations, USA: Thomson/Wadsworth, 2003. OKAY Ayla ve OKAY Aydemir. Halka İlişkiler Kavram, Strateji ve Uygulamaları, İstanbul: Der Yayınları, 2005. ÖZÜPEK Nejat. Kurum İmajı ve Sosyal Sorumluluk, Konya: Tablet Kitabevi, 2005. PELTEKOĞLU BALTA Filiz, Halkla İlişkiler Nedir?, 4. Baskı, Beta Yayınları: İstanbul, 2008. ? PRATKANIS Anthony ve ARONSON Elliot, Propaganda Çağı: İknanın Gündelik Kullanımı ve Suistimali, Çev.Nagihan Haliloğlu, İstanbul: Paradigma Yayınları, 2008.

Theory Topics

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Week	Weekly Contents
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