Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM329	Research and evaluation methods in public relations	5	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	The aim of this course is that students could be conduct public relations research, analyse and read the research and could be able to evaluate all of the public relations process.
Content	In this course firstly the importance of the research and evaluation process of public relations will be handled. Situation analysis, primary and secondary research in public relations, PEST and SWOT analysis, analysis of target audiences and models for evaluation in public relations will be examined. Within the course the principles of public relations profession, research in digital public relations, social media and web sites and reputation researches will be studied.
References	ÇINARLI İnci, Stratejik İletişim Yönetimi, 2. Basım İstanbul: Beta Yayınları, 2013. GÖKSEL, Ahmet Bülent. Stratejik Halkla İlişkiler Yönetimi, 2. Basım, Ankara, Nobel Yayın Dağıtım. GREGORY Anne, Planning and Managing Public Relations Campaigns, 2nd. ed., London: Kogan Page Ltd., 2000. MACNAMARA Jim, “Revisiting the Disciplinary Home of Evaluation: New Perspectives to Inform PR Evaluation Standards”. Research Journal of the Institute for Public Relations Vol: 3 No: 2, 2017 MICHEALSON, David and STACKS Don. A Professional and Practitional Guide to Public Relations Research, Measurement and Evaluation , Business Expert Press, 2017 WATSON Tom ve NOBLE Paul, Evaluating Public Relations: A Best Practice Guide to Public Relations Planning, Research and Evaluation, London: Kogan Page, 2005. Yayınoğlu Eraslan Pınar, Halkla İlişkilerde Araştırma, İstanbul: Birsen Yayınları, 2005.

Theory Topics

Week	Weekly Contents
1	Importance of research and evaluation in public relations
2	Research in public relations process: Situation analysis.
3	Primary and secondary research in public relations.
4	PEST and SWOT analysis.
5	Analysis of target audiences
6	Historical process of research and evaluation in public relations.
7	Principles of public relations profession.
8	Midterm exam
9	Research in digital public relations: Social media and web sites analysis.
10	Reputation research.
11	Presentation of students
12	Presentation of students
13	Presentation of students

Week	Weekly Contents
14	Presentation of students