Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP415	Public Relations and Interactive Media	7	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	The purpose of this course is to ensure a base of knowledge so that the student can analyse and comment on with examples the developments of new technologies of information and communication, the appearance of social networks such as MSNBC, Facebook, Twitter, Friendfeed, Linkedin… etc, the appearance of new on-line channels, the user's participation in the content production, the capacity to receive and send information faster and more effective, the capacity to reach the customers, the consumers, the target audience and the competitors faster.
Content	1.st course: The definition of the interactive media and the comparison of the use of the traditional and interactive media in public relations 2.nd course: Social media and social channel 3.rd course: PR 2.0 and the formulation of the system of digital thought 4.th course: Blogs and the blogging 5.th course: The content management in social networks 6.th course: Forums, wikis and email groups 7.th course: Midterm exam 8.th course: Press release and feedbacks of RSS in the interactive media 9.th course: The online press office, the pod-casting and the optimization of the search engines 10.th course: Invitation of a specialist 11.th course: Viral public relations and the interaction with social groups 12.th course: New source of brands' power: individual based examples 13.th course: The strategic public relations planning in interactive media 14.th course: Presentation of the homeworks
References	25ème Séminaire de l'Association des Publicitaires Internationaux (IAA), "Publicitaires au tableau!": "Chacun sera célèbre un jour pour 15 minutes", Notes des journées d'études, Mai 2010. BREAKENRIDGE, Deirdre (2008). PR 2.0: new media, new tools, new audiences, FT Press. DILENSCHNEIDER, Robert L. (2010). The AMA handbook of public relations [electronic resource], AMACOM, NewYork. SCOTT, David Meerman (2010). The new rules of marketing and PR, MediaCat Kitapları: digitalage, Kapital Medya Hizmetleri A.Ş., İstanbul. SOLIS, Brian (2009). Putting the public back in public relations : how social media is reinventing the aging business of PR, Upper Saddle River, N.J. : FT Press. Les périodiques académiques: Journal of Public Relations Research Public Relations Quarterly Public Relations Review

Theory Topics

Week	Weekly Contents
1	The definition of the interactive media and the comparison of the use of the traditional and interactive media in public relations
2	Social media and social channel
3	PR 2.0 and the formulation of the system of digital thought
4	Blogs and the blogging
5	The content management in social networks
6	Forums, wikis and email groups
7	Midterm exam

Week	Weekly Contents
8	Press release and feedbacks of RSS in the interactive media
9	The online press office, the pod-casting and the optimization of the search engines
10	Invitation of a specialist
11	Viral public relations and the interaction with social groups
12	New source of brands' power: individual based examples
13	The strategic public relations planning in interactive media
14	Presentation of the homeworks