

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|--|----------|--------|----------|-----|--------|------|
| RPP351 | Analysis of Public Relations Campaigns | 5 | 2 | 0 | 0 | 2 | 4 |

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| Prerequisites | |
| Admission Requirements | |

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| Language of Instruction | Turkish |
| Course Type | Compulsory |
| Course Level | Bachelor Degree |
| Objective | The objective of this course is to clarify the steps of a PR campaign. In this course the four stages of a campaign: research, planning, implementation and evaluation will be examined by case studys. The tools of public relations, target, evaluation of a campaign will be discussed in this course. |
| Content | First Week: Introduction, definitions. Week 2: Four steps of PR campaigns Week 3 : Four steps of PR campaigns Week 4 : Public relations tools Week 5 :Social responsibility campaigns Week 6: Crises communication cases. Week 7 Midterm exam Week 8: Budget Week 9: Campaigns analyses Week 10 : Campaigns analyses Week 11: Presentations and case study Week 12: Presentations and case study Week 13: : Presentations and case study Week 14. : Presentations and case study |
| References | PELTEKOĞLU Filiz Balta, Halkla ilişkiler nedir?, Beta Yayınları, 2009. JEFKINS Frank, Public Relations Techniques, Butterworth-Heinemann, 2ème édition (September 16, 1994). OKAY Ayla ve OKAY Aydemir, Halkla İlişkiler, Kavram ve Stratejiler, Der Yayınları, İstanbul. CUTLIP, CENTER and Broom , Effective Public Relations |

Theory Topics

| Week | Weekly Contents |
|------|---------------------------------|
| 1 | Introduction, definitions. |
| 2 | Four steps of PR campaigns |
| 3 | Four steps of PR campaigns |
| 4 | Public relations tools |
| 5 | Social responsibility campaigns |
| 6 | Crises communication cases. |
| 7 | Midterm exam |
| 8 | Budget |

| Week | Weekly Contents |
|------|------------------------------|
| 9 | Campaigns analyses |
| 10 | Campaigns analyses |
| 11 | Presentations and case study |
| 12 | Presentations and case study |
| 13 | Presentations and case study |
| 14 | Presentations and case study |