

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP401	Public Relations Campaign Design	7	4	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	<p>The aim of this course is to guide students to conceive a public relations campaign by applying their theoretical knowledge.</p> <p>In this course students will have the opportunity to practice real-life applications of their projects</p>
Content	<p>The process of campaign design in strategic communication</p> <p>Research / Planning / Implementation / Evaluation</p>
References	<p>Lecture notes.</p> <p>BOBBITT Randy and SULLIVAN Ruth, Developing the Public Relations Campaigns: A Team-Based Approach, Boston: Pearson Education, 2004.</p> <p>ÇINARLI İnci, Stratejik İletişim Yönetimi, İstanbul: Beta Yayınları, 2009.</p> <p>GREGORY Anne, Planning and Managing Public Relations Campaigns, 2nd. ed., London: Kogan Page Ltd., 2000.</p> <p>HENDRIX Jerry A. and HAYES Darrell C., Public Relations Cases, 7th. Edition, California: Thomson Wadsworth, 2007.</p> <p>KENDALL Robert, Public Relations Campaign Strategies, 2nd. ed., NY: Addison Wesley Educational Publishers, 1996.</p> <p>MATERA Fran R. ve ARTIGUE Ray J., Public Relations Campaigns and Techniques, MA: Allyn and Bacon, 2000.</p> <p>MOREL Philippe, Les RP au Cas par Cas: Les Relations Publiques au Service des Relations Presse, Paris: Vuibert, 2002.</p> <p>OLIVER Sandra, Public Relations Strategy, London: Kogan Page Ltd., 2001.</p> <p>SMITH Ronald D., Strategic Planning for Public Relations, 2nd. ed., New Jersey: Lawrence Erlbaum Associates, 2004.</p> <p>WATSON Tom ve NOBLE Paul, Evaluating Public Relations: A Best Practice Guide to Public Relations Planning, Research and Evaluation, London: Kogan Page, 2005.</p> <p>YAYINOĞLU ERASLAN Pınar, Halkla İlişkilerde Araştırma, İstanbul: Birsen Yayınları, 2005.</p>

Theory Topics

Week	Weekly Contents
1	Strategic communication management and running of a PR campaign / Steps of a PR campaign
2	Research (situation analyze, benchmarking, crisis and risk situations): Primary and secondary researches / SWOT and PEST analyses / Analysis of publics.
3	Planning: Time schedule (charts), budgeting