Content

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

Prerequisites	
Admission Requirements	

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