

Content

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

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

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, New York.

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

Content

References

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
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

Week	Weekly Contents
13	The strategic public relations planning in interactive media
14	Presentation of the homeworks