

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|-----------------------------------------------------|----------|--------|----------|-----|--------|------|
| COM329 | Research and evaluation methods in public relations | 5 | 2 | 0 | 0 | 2 | 3 |

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| Prerequisites | |
| Admission Requirements | |

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| Language of Instruction | Turkish |
| Course Type | Elective |
| Course Level | Bachelor Degree |
| Objective | The aim of this course is that students could be conduct public relations research, analyse and read the research and could be able to evaluate all of the public relations process. |
| Content | In this course firstly the importance of the research and evaluation process of public relations will be handled. Situation analysis, primary and secondary research in public relations, PEST and SWOT analysis, analysis of target audiences and models for evaluation in public relations will be examined. Within the course the principles of public relations profession, research in digital public relations, social media and web sites and reputation researches will be studied. |
| References | <p>ÇINARLI İnci, Stratejik İletişim Yönetimi, 2. Basım İstanbul: Beta Yayınları, 2013.</p> <p>GÖKSEL, Ahmet Bülent. Stratejik Halkla İlişkiler Yönetimi, 2. Basım, Ankara, Nobel Yayın Dağıtım.</p> <p>GREGORY Anne, Planning and Managing Public Relations Campaigns, 2nd. ed., London: Kogan Page Ltd., 2000.</p> <p>MACNAMARA Jim, “Revisiting the Disciplinary Home of Evaluation: New Perspectives to Inform PR Evaluation Standards”. Research Journal of the Institute for Public Relations Vol: 3 No: 2, 2017</p> <p>MICHEALSON, David and STACKS Don. A Professional and Practitonal Guide to Public Relations Research, Measurement and Evaluation , Business Expert Press, 2017</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>Yayınoğlu Eraslan Pinar, Halkla İlişkilerde Araştırma, İstanbul: Birsen Yayınları, 2005.</p> |

Theory Topics

| Week | Weekly Contents |
|------|----------------------------------------------------------------------------|
| 1 | Importance of research and evaluation in public relations |
| 2 | Research in public relations process: Situation analysis. |
| 3 | Primary and secondary research in public relations. |
| 4 | PEST and SWOT analysis. |
| 5 | Analysis of target audiences |
| 6 | Historical process of research and evaluation in public relations. |
| 7 | Principles of public relations profession. |
| 8 | Midterm exam |
| 9 | Research in digital public relations: Social media and web sites analysis. |
| 10 | Reputation research. |
| 11 | Presentation of students |
| 12 | Presentation of students |
| 13 | Presentation of students |
| 14 | Presentation of students |