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	
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