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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Halkla İlişkiler** | |  | 2 | 2+0 | 2 | 2 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Dersin amacı, halkla ilişkiler programı öğrencilerine kavramın önemini anlatmak, halkla ilişkiler ile karıştırılan kavramlar, halkla ilişkilerin tarihi, halkla ilişkiler bürosunun görevleri gibi hususlarda bilgi verir. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1. Halkla ilişkiler kavramını ve halkla ilişkilerin tarihsel gelişimini kavrar.  2. Bir halkla ilişkiler uzmanında bulunması gereken nitelikleri benimser  3. Halkla ilişkilerin ilkelerini anlar.  4. Bir halkla ilişkiler kampanya süreçlerini anlar.  5. Halkla ilişkiler ve medya ilişkisini kavrar.  6. Halkla ilişkilere yakın kavramların halkla ilişkiler ile farkını anlar. | | | | | | | Dersin İçeriği | Halkla İlişkilerle İlgili Tanımlar, Halkla İlişkilerin Tarihsel Gelişimi, Halkla İlişkiler Yönetimi, Sosyal Sorumluluk, Halkla İlişkilerde Örgüt Yapısı, Hedef Kitle, Halkla İlişkilerde Kampanya, Halkla İlişkiler Yöntemleri ve Medya İlişkisi, Halkla İlişkiler Uygulama Alanları, Kriz Yönetimi ve Halkla İlişkiler, Kuruluş İçi Halkla İlişkiler, Sponsorluk | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Halkla İlişkilerle İlgili Tanımlar | | | | | | | 2 | Halkla İlişkilerin Tarihsel Gelişimi | | | | | | | 3 | Halkla İlişkiler Yönetimi ve Halkla İlişkiler Alanına Giriş | | | | | | | 4 | Sosyal Sorumluluk ve Halkla İlişkiler | | | | | | | 5 | Halkla İlişkilerde Örgüt Yapısı | | | | | | | 6 | Halkla İlişkilerde Hedef Kitle | | | | | | | 7 | Halkla İlişkilerde Kampanya | | | | | | | 8 | Halkla İlişkiler Yöntemleri ve Medya İlişkisi | | | | | | | 9 | Halkla İlişkiler Yöntemleri ve Medya İlişkisi | | | | | | | 10 | Halkla İlişkiler Uygulama Alanları | | | | | | | 11 | Kriz Yönetimi ve Halkla İlişkiler | | | | | | | 12 | Kriz Yönetimi ve Halkla İlişkiler | | | | | | | 13 | Kuruluş İçi Halkla İlişkiler | | | | | | | 14 | Sponsorluk | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Bülbül, A. (2004). Halkla İlişkiler, Nobel Yayınları  Pelteklioğlu, F. (2016). Halkla İlişkiler Nedir?, Beta Yayınları | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | **PÇ11** | | **ÖÇ1** | - | | - | 5 | | 4 | 5 | | 5 | - | | - | 5 | | - | - | | **ÖÇ2** | - | | - | 5 | | 4 | 5 | | 5 | - | | - | 5 | | - | - | | **ÖÇ3** | - | | - | 5 | | 4 | 5 | | 5 | - | | - | 5 | | - | - | | **ÖÇ4** | - | | - | 5 | | 4 | 5 | | 5 | - | | - | 5 | | - | - | | **ÖÇ5** | - | | - | 5 | | 4 | 5 | | 5 | - | | - | 5 | | - | - | | **ÖÇ6** | - | | - | 5 | | 4 | 5 | | 5 | - | | - | 5 | | - | - | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | **PÇ11** | | **Halkla İlişkiler** | - | - | 5 | 4 | 5 | 5 | - | - | 5 | - | - | |