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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Halkla İlişkiler** | |  | 1 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Alan Seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Halkla ilişkiler kavramı, kurumları ve ilkeleri tanıtılarak, başarılı bir halkla ilişkiler uygulaması için gerekli altyapıyı oluşturmak. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. Halkla ilişkiler kavramını ve halkla ilişkilerin tarihsel gelişimini bilir, 2. Bir halkla ilişkiler uzmanında bulunması gereken nitelikleri bilir, 3. Halkla ilişkilerin ilkelerini bilir, 4. Halkla ilişkiler ve medya ilişkisini bilir, 5. Halkla ilişkilere yakın kavramların halkla ilişkiler ile farkını kavrar, disiplinler arası çalıma yapar. | | | | | | | Dersin İçeriği | Halkla ilişkilere giriş, Halkla ilişkilerin tarihçesi, Türkiye’de ve dünyada halkla ilişkiler, Meslek alanında halkla ilişkilerin gelişimi, Farklı yaklaşımlar bağlamında halkla ilişkiler | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Halkla ilişkilere giriş | | | | | | | 2 | Halkla ilişkilerin tarihçesi | | | | | | | 3 | Türkiye’de ve dünyada halkla ilişkiler | | | | | | | 4 | Meslek alanında halkla ilişkilerin gelişimi | | | | | | | 5 | Farklı yaklaşımlar bağlamında halkla ilişkiler | | | | | | | 6 | Halkla İlişkilerin uygulama alanları | | | | | | | 7 | Etik kavramı ve halkla ilişkiler uygulamalarında etik | | | | | | | 8 | Etik, liderlik ve halkla ilişkilerde strateji | | | | | | | 9 | Halkla ilişkiler söylemi, rol ve modelleri | | | | | | | 10 | Bir kültür politikası olarak halkla ilişkiler | | | | | | | 11 | Halkla ilişkilerde konu kavramı ve kültür olgusu | | | | | | | 12 | Halkla ilişkilerde meslekleşme ve strateji | | | | | | | 13 | Halkla ilişkilerde hedef kitle gruplandırması, kurumsal kimlik ve medya ilişkileri | | | | | | | 14 | Halkla ilişkiler yazarlığı | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden, bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Mengü, S., (2017), Halkla İlişkilere Giriş, İstanbul Üniversitesi 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** | | **ÖÇ1** | 5 | | - | 4 | - | | - | | - | 3 | - | | - | | 5 | | **ÖÇ2** | 5 | | - | 4 | - | | - | | - | 3 | - | | - | | 5 | | **ÖÇ3** | 5 | | - | 4 | - | | - | | - | 3 | - | | - | | 5 | | **ÖÇ4** | 5 | | - | 4 | - | | - | | - | 3 | - | | - | | 5 | | **ÖÇ5** | 5 | | - | 4 | - | | - | | - | 3 | - | | - | | 5 | | **ÖÇ6** | 5 | | - | 4 | - | | - | | - | 3 | - | | - | | 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** | | Halkla İlişkiler | 5 | - | 4 | - | - | - | 3 | - | - | 5 | |