|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *CAG UNIVERSITY*  *INSTITUTE OF SOCIAL SCIENCES* | | | | | | | | | | | | | | | | | |
| **Code** | | | | **Course Name** | | | | | **Credits** | | | | **ECTS** | | | | |
| SKI 517 | | | | Public Relations Management in Health Institutions | | | | | 3 (3-0-0) | | | | 8 | | | | |
| **Prerequisite Courses** | | | | No | | | | | | | | | | | | | |
| **Course Language** | | | | Turkish | | | | | | | | | | | | | |
| **Course Type / Level** | | | | Elective/Spring Semester/ Master's Degree | | | | | | | | | | | | | |
| **Faculty Members** | | | | **Title, Last Name** | | | **Class Hours** | | | | | **Meeting Hours** | | | | **Communication** | |
| **Course Coordinator** | | | | Prof. Eda YASHA ÖZELTÜRKAY, MD | | |  | | | | |  | | | | edayasa@cag.edu.tr | |
| **Course Objectives** | | | | To provide more advanced information about public relations, to provide students with detailed information on the organization and management of public relations, public relations practices in the public sector and business organizations, public relations campaigns and management, effective presentation techniques in public relations and the future of public relations with case studies and projects. | | | | | | | | | | | | | |
|  | | | **Learning Outcomes** | | | | | | | | | | | **Relation** | | | |
| **Program Outcomes** | | | **Net Contribution** |
| **Learning Outcomes** | | **1** | Have theoretical knowledge about public relations in health institutions. | | | | | | | | | | | 1 | | | 5 |
| **2** | Knows the relations with the media in health institutions. | | | | | | | | | | | 1-3 | | | 5-4 |
| **3** | He knows how to advise health institutions in their campaigns. | | | | | | | | | | | 9-8 | | | 5-5 |
| **4** | Knows the importance of group work in health institutions. | | | | | | | | | | | 4-7 | | | 4-4 |
| **5** | Can analyze the target audience of health institutions. | | | | | | | | | | | 5-7 | | | 5-5 |
|
| **Course Content:**  Basic topics such as the definition and scope of public relations, human factor, elements, importance and target audiences, advertising in public relations, corporate advertising and its importance, personal relations, people in social structure, communication, culture and environment, the way to be followed in public relations studies, principles to be considered in public relations, etc. are examined. | | | | | | | | | | | | | | | | | |
| **Course Descriptions: (Weekly Lesson Plan)** | | | | | | | | | | | | | | | | | |
| **Week** | **Topic** | | | | | | | | | **Preparation** | | | | **Learning Activities and Teaching Methods** | | | |
| **1** | Introduction to public relations, historical development | | | | | | | | | Textbook | | | | | Lecture with Reflection | | |
| **2** | The objectives of public relations and the reasons that reveal public relations | | | | | | | | | Textbook | | | | | Lecture with Reflection | | |
| **3** | The importance of public relations in health institutions | | | | | | | | | Textbook | | | | | Lecture with Reflection | | |
| **4** | Public relations and sponsorship  Public relations process  Organization and management of the public relations service | | | | | | | | | Textbook | | | | | Lecture with Reflection | | |
| **5** | Public relations and management in Turkey | | | | | | | | | Textbook | | | | | Lecture with Reflection | | |
| **6** | Public relations practices in business organizations and the public sector | | | | | | | | | Textbook | | | | | Lecture with Reflection | | |
| **7** | Effective presentation techniques and body language in public relations | | | | | | | | | Textbook | | | | | Lecture with Reflection | | |
| **8** | Public relations campaign strategies | | | | | | | | | Textbook | | | | | Lecture with Reflection | | |
| **9** | Public relations campaigns (research, campaign plan, implementation and evaluation) | | | | | | | | | Textbook | | | | | Lecture with Reflection | | |
| **10** | Corporate Identity from Public Relations Practices in Health Institutions | | | | | | | | | Textbook | | | | | Lecture with Reflection | | |
| **11** | Internal Communication in Health Institutions - Internal Public Relations | | | | | | | | | Textbook | | | | | Lecture with Reflection | | |
| **12** | Sponsorship in Health Institutions, Corporate Social Responsibility, Lobbying | | | | | | | | | Textbook | | | | | Lecture with Reflection | | |
| **13** | Crisis Management in Healthcare Organizations | | | | | | | | | Textbook | | | | | Lecture with Reflection | | |
| **14** | Review for the final exam | | | | | | | | |  | | | | |  | | |
| **RESOURCES** | | | | | | | | | | | | | | | | | |
| **Textbook** | | | | | Zeyyat Sabuncuoğlu, Public Relations in Enterprises, Alfa Aktuel Publications, Bursa.  Kadir Canöz, Public Relations Practices in Health Institutions, Palet Publications, Konya, 2010. | | | | | | | | | | | | |
| **Supplementary Books** | | | | |  | | | | | | | | | | | | |
| **MEASUREMENT and EVALUATION** | | | | | | | | | | | | | | | | | |
| **Events** | | | | | | **Number** | | **Contribution** | | | **Notes** | | | | | | |
| **Midterm Exam** | | | | | | 1 | | 40% | | |  | | | | | | |
| **Homework** | | | | | | 2 | | 10% | | |  | | | | | | |
| ***Yearly Success Rate*** | | | | | |  | | 50% | | |  | | | | | | |
| ***Total Contribution of the Final Exam*** | | | | | |  | | 50% | | |  | | | | | | |
|  | | | | | |  | |  | | |  | | | | | | |
|  | | | | | |  | |  | | |  | | | | | | |
| **ECTS TABLE** | | | | | | | | | | | | | | | | | |
| **Content** | | | | | | **Number** | | **Hour** | | | **Sum** | | | | | | |
| **In-class work** | | | | | | 16 | | 3 | | | 48 | | | | | | |
| **Work outside the classroom** | | | | | | 16 | | 6 | | | 96 | | | | | | |
| **Homework** | | | | | | 2 | | 10 | | | 20 | | | | | | |
| **Midterm Exam** | | | | | | 1 | | 30 | | | 30 | | | | | | |
| **Final exam** | | | | | | 1 | | 40 | | | 40 | | | | | | |
| **Sum**  **Total / 30**  **ACT Credisi** | | | | | | | | | | | 234 | | | | | | |
| =234/30=7,80 | | | | | | |
| 8 | | | | | | |
|  | | | | | | | | | | |  | | | | | | |
| **Past Achievements** | | | | | | | | | | |  | | | | | | |