

Program Outcomes of the Department of Public Relations and Publicity

Aim: Our department aims to train public relations and publicity specialists who are proficient in communication skills and can create effective and efficient communication environments. They can manage public relations processes within a sustainable framework and develop interactive environments by gaining the acceptance, support, and trust of stakeholders. They are sensitive to human, societal, and environmental issues, prioritize the public interest, and adhere to the ethical codes of the profession. Additionally, they emphasize scientific and analytical thinking and possess strong critical thinking skills.

KNOWLEDGE Theoretical Applied	SKILL Theoretical Applied	Ability to work independently and take responsibility	LEARNING COMPETENCE	COMMUNICATION AND SOCIAL COMPETENCE	FIELD-SPECIFIC COMPETENCE
<p>1. Explains the theories and models of public relations and promotion activities in the historical development process.</p> <p>2. Uses the theoretical knowledge acquired in the field of public relations and publicity in practice.</p> <p>3. Explains the relationship between public relations and publicity with effective communication, public opinion, social responsibility, corporate communication, digital communication, crisis management, reputation management, public communication, health communication, and public diplomacy.</p>	<p>4. Designs and applies the stages of research, planning, measurement, and evaluation in public relations and promotion.</p> <p>5. Creates media planning, media strategy, and message strategies related to strategic communication management.</p> <p>6. Communicates effectively both verbally and in writing to make effective presentations.</p> <p>7. Plans and manages campaigns and projects related to political communication and lobbying.</p>	<p>8. Manages crisis and risk from a leadership perspective.</p> <p>9. Implements strategic communication management by conducting time management effectively.</p>	<p>10. Analyzes public relations and promotion practices with a critical approach.</p> <p>11. Follows innovations in the field of communication, creates, and applies content within the scope of these innovations.</p>	<p>12. Improves or reorganizes mutual communication with stakeholders and decision-makers.</p> <p>13. Analyzes and evaluates societal needs and developments in the context of UN sustainable development goals and other sustainability tools.</p> <p>14. Questions all kinds of discriminatory discourse and practices, including racist, sexist, and hate speech, in communication management processes.</p>	<p>15. Follows current international and national legislation, professional organizations, and ethical principles related to the field of public relations and promotion.</p> <p>16. Communicates ethically and effectively with media professionals.</p> <p>17. Interprets media content in relation to media literacy and digital literacy skills.</p>