

Course Title: Public Relation & Attachment

Course Code: ArLa4133

ECTS: 5 ECTS

Course Outline

- I. Introduction
 - 1.1 Definition of Public Relations
 - 1.2 Function of Public Relations
 - 1.3 Organizational Structure of a PR Department
- II. Concept of Organization and Organizational Communication
 - 2.1 Meaning of organization
 - 2.2 Types of organizational communication
 - 2.3 Developing Community Relations
- III. The Publics of PR
 - 3.1 Meaning and Types of Publics
 - 3.2 Public Opinion
 - 3.3 Meaning of Opinion
 - 3.4 Attitude and Opinion Formation
 - 3.5 Changing Existing Opinion
- IV. Persuasion and PR
 - 4.1 The 5 Steps of Persuasion
 - 4.2 Motivation and Sources of Motivation
- V. Group and types of Groups in Organization
 - 5.1 Impact of Group in Organizational Communication
 - 5.2 Formal Groups
 - 5.3 Informal Groups
- VI. The Public Relations Process
 - 6.1 Fact Finding and Feed Back(the 4 step process)
 - 6.2 Planning and Programming

6.2.1 Purpose of Planning

6.2.2 Procedure of Planning

6.3 Communication and Action

6.4 Evaluation of the Process

VII. Media Relations

7.1 Importance of Media Relations

7.2 Tools used in Media Relation

VIII. The Tools of Public Relations

IX. Managing Crisis Situations)