

Medicine			
Bachelor	TR-NQF-HE: Level 7	QF-EHEA: Second Cycle	EQF-LLL: Level 7

## Course Introduction and Application Information

Course Code:	UNI145		
Course Name:	Public Relations and Publicity in Health Institutions		
Semester:	Spring Fall		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	Turkish		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div> <div>Bachelor</div> <div>TR-NQF-HE:7. Master`s Degree</div> <div>QF-EHEA:Second Cycle</div> <div>EQF-LLL:7. Master`s Degree</div> </div>		
Mode of Delivery:	E-Learning		
Course Coordinator:	Dr. Öğr. Üy. BANU BİCAN		
Course Lecturer(s):	Assistant Professor Banu Bican		
Course Assistants:			

## Course Objective and Content

Course Objectives:	This course has been prepared for the purpose of understanding the function of the public relations profession in health institutions and its importance in the development of two-way communication between the target audience and the institution. It is aimed to introduce the methods used in planning and implementing public relations activities in health institutions, their role in creating image and corporate reputation, and the communication tools used for this
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	purpose.
Course Content:	Public Relations and Definition of Definition, Its Purposes, Functions and Its Importance for Health Institutions, Facts Directing the Development of Public Relations and Publicity Discipline in Health Institutions, The Role and Importance of Public Relations in Health Institutions, Reputation Management in the Recognition and Promotion Activities of Health Institutions, Corporate Social Responsibility Studies, Sponsorship Activities, Event Management, Development of Media and Press Relations, Corporate Publishing, Leader Communication and Lobbying

## Learning Outcomes

The students who have succeeded in this course;

- 1) Defines the concept of public relations.
- 2) Understands the importance of public relations in health services.
- 3) Explains the internal and external target audience in public relations
- 4) Knows the techniques used in public relations activities.
- 5) Recognize and apply public relations strategies and tactics
- 6) Explains the position and functions of public relations in health institutions.
- 7) Can independently conduct an advanced study in this field

## Course Flow Plan

Week	Subject	Related Preparation
1)	Definition, Features, Functions of Public Relations and Introduction to Public Relations in Health Institutions	Special lecture notes and the first part of the textbook loaded on the ALMS system (What is FBP Public Relations? Part 1)
2)	Historical Development of Public Relations in the World and Turkey, Development Process in Healthcare Facilities	Lecture notes and the second part of the textbook loaded on the ALMS system and created specifically for the subject (What is FBP Public Relations? Section 2)
3)	Organization of Public Relations Unit in Health Institutions, Its Functions and Application Areas	Video explaining the relationship between Public Relations and 'Value Creation Concept' in Health Institutions uploaded to the ALMS system
4)	The Role of Public Relations in Disasters and Crisis Management in Health Institutions	Video uploaded to the ALMS System and containing a sample disaster planning desk drill in a public hospital
5)	Public Relations Campaigns and Communication Strategy / Target Audience Determination, Planning	An example of the corporate social responsibility and sponsorship project carried out by Anadolu Medical Center and Anadolu Efes Basketball team, which have been uploaded to the ALMS System, within the scope of Breast Cancer Awareness Month

6)	Public Relations Campaigns and Communication Strategy Creation / Implementation, Evaluation	
7)	Discussion of public relations campaigns through sample videos (Eat Like A Pro, Ontex and ASM Breast Cancer Examples) Quiz Exam	3 different videos uploaded to ALMS system
8)	Midterm Exam	
9)	Marketing Oriented Public Relations and Its Components: Advertising, Event Management, Lobbying Activities, Sponsorship Management, Reputation Management, Corporate Social Responsibility Studies)	From the Textbook 22., 23.26,27,28 th chapters
10)	Corporate Communications	Chapter 6 from the textbook
11)	Homework Presentations 1st Group	
12)	Homework Presentations 2nd Group	
13)	Analysis of Health Campaigns During Pandemic Process Homework Presentations 3rd Group	Sample videos uploaded to ALMS system
14)	General Review for Finals and Homework Presentations 4th Group	

## Sources

Course Notes / Textbooks:	Filiz Balta Peltekoğlu (2007).Halkla İlişkiler Nedir? Beta Yayınları
References:	Ayla Okay, Aydemir Okay (2015). Halkla ilişkiler: Kavram Strateji ve Uygulamaları (Genişletilmiş 8. baskı). İstanbul, Der Yayınları

## Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5	6	7
Program Outcomes							
1) The graduate integrates the knowledge, skills, attitudes, and behaviours acquired from basic and clinical sciences, behavioural							

sciences, and social sciences in the form of competencies and uses them for the provision of rational, effective, safe health care services in accordance with quality standards in the prevention, diagnosis, treatment, follow-up, and rehabilitation processes, and during the process considers protection of both patient's health and healthcare workers health including her/his own.	1	2	3	4	5	6	7
2) The graduate shows a biopsychosocial approach in patient management that considers the sociodemographic and sociocultural background of the individual without discrimination of language, religion, race, and gender.							
3) The graduate prioritizes the protection and development of the health of individuals and society in the provision of health care services.							
4) The graduate, considering the individual, social, public, and environmental factors affecting health; works towards maintaining and improving the state of health.							
5) In the provision of health care services, the graduate considers both the changes in the physical and socioeconomic environment on a regional and global scale that affect health, as well as the changes in the individual characteristics and behaviours of the people who apply to her/him.							
6) The graduate recognizes the characteristics, needs and expectations of the target population and provides health education to healthy/sick individuals and their relatives and other health care workers.							
7) While carrying out her/his profession, the graduate fulfils her/his duties and obligations with determined behaviours to provide high-quality health care within the framework of ethical principles, rights and legal responsibilities and good medical practices, considering the integrity, privacy, and dignity of the patient.							
8) The graduate evaluates and improves her/his own performance in professional practices in terms of emotions, cognitive characteristics, and behaviours.							
9) The graduate physician advocates improving the provision of health services by considering the concepts of social reliability and social commitment to protect and improve public health.							
10) To protect and improve health, the graduate physician can plan and carry out service delivery, training and consultancy processes related to individual and community health in cooperation with all components.							

Course Learning Outcomes	1	2	3	4	5	6	7
11) The graduate physician evaluates the impact of health policies and practices on individual and community health indicators and advocates increasing the quality of health services.							
12) The graduate physician attaches importance to protecting and improving her/his own physical, mental, and social health, and does what is necessary for this.							
13) During the provision of health care, the graduate shows exemplary behaviours and leads within the health team.							
14) The graduate uses the resources cost-effectively, in the planning, implementation, execution, and evaluation processes of the health care services in the health institution she/he manages, for the benefit of the society and in accordance with the legislation.							
15) The graduate communicates positively within the health team with whom she/he provides health care services, being aware of the duties and obligations of other health workers and shows appropriate behaviours to assume different team roles when necessary.							
16) The graduate works harmoniously and effectively with her/his colleagues and other professional groups in her/his professional practice.							
17) The graduate communicates effectively with patients, patient relatives, health care workers and other professional groups, institutions, and organizations, including individuals and groups that require a special approach and have different sociocultural characteristics.							
18) The graduate shows a patient-centred approach in the protection, diagnosis, treatment, follow-up, and rehabilitation processes that involve the patient and patient's caregivers as partners in the decision-making mechanisms.							
19) When necessary, the graduate plans and implements scientific research for the population she/he serves, and uses the results obtained and/or the results of other research for the benefit of the society.							
20) The graduate reaches the current literature information related to her/his profession, evaluates critically, and applies the principles of evidence-based medicine in the clinical decision-making process.							
21) The graduate uses information technologies to improve the effectiveness of her/his work in health care, research, and education.							
22) The graduate effectively manages individual study and learning							

processes and career development.	1	2	3	4	5	6	7
<b>Course Learning Outcomes</b>							
23) The graduate demonstrates the ability to acquire, evaluate, integrate new knowledge with existing knowledge, apply it to professional situations, and adapt to changing conditions throughout professional life.							
24) The graduate chooses the right learning resources to improve the quality of the health care service she/he provides, organizes her/his own learning process.							

### Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	The graduate integrates the knowledge, skills, attitudes, and behaviours acquired from basic and clinical sciences, behavioural sciences, and social sciences in the form of competencies and uses them for the provision of rational, effective, safe health care services in accordance with quality standards in the prevention, diagnosis, treatment, follow-up, and rehabilitation processes, and during the process considers protection of both patient's health and healthcare workers health including her/his own.	
2)	The graduate shows a biopsychosocial approach in patient management that considers the sociodemographic and sociocultural background of the individual without discrimination of language, religion, race, and gender.	
3)	The graduate prioritizes the protection and development of the health of individuals and society in the provision of health care services.	
4)	The graduate, considering the individual, social, public, and environmental factors affecting health; works towards maintaining and improving the state of health.	
5)	In the provision of health care services, the graduate considers both the changes in the physical and socioeconomic environment on a regional and global scale that affect health, as well as the changes in the individual characteristics and behaviours of the people who apply to her/him.	
6)	The graduate recognizes the characteristics, needs and expectations of the target population and provides health education to healthy/sick individuals and their relatives and other health care workers.	
7)	While carrying out her/his profession, the graduate fulfils her/his duties and obligations with determined behaviours to provide high-quality health care within the framework of	

	ethical principles, rights and legal responsibilities and good medical practices, considering the integrity, privacy, and dignity of the patient.	
8)	The graduate evaluates and improves her/his own performance in professional practices in terms of emotions, cognitive characteristics, and behaviours.	
9)	The graduate physician advocates improving the provision of health services by considering the concepts of social reliability and social commitment to protect and improve public health.	
10)	To protect and improve health, the graduate physician can plan and carry out service delivery, training and consultancy processes related to individual and community health in cooperation with all components.	
11)	The graduate physician evaluates the impact of health policies and practices on individual and community health indicators and advocates increasing the quality of health services.	
12)	The graduate physician attaches importance to protecting and improving her/his own physical, mental, and social health, and does what is necessary for this.	
13)	During the provision of health care, the graduate shows exemplary behaviours and leads within the health team.	
14)	The graduate uses the resources cost-effectively, in the planning, implementation, execution, and evaluation processes of the health care services in the health institution she/he manages, for the benefit of the society and in accordance with the legislation.	
15)	The graduate communicates positively within the health team with whom she/he provides health care services, being aware of the duties and obligations of other health workers and shows appropriate behaviours to assume different team roles when necessary.	
16)	The graduate works harmoniously and effectively with her/his colleagues and other professional groups in her/his professional practice.	
17)	The graduate communicates effectively with patients, patient relatives, health care workers and other professional groups, institutions, and organizations, including individuals and groups that require a special approach and have different sociocultural characteristics.	
18)	The graduate shows a patient-centred approach in the protection, diagnosis, treatment, follow-up, and rehabilitation processes that involve the patient and patient's caregivers as partners in the decision-making mechanisms.	
19)	When necessary, the graduate plans and implements scientific research for the population she/he serves, and uses the results obtained and/or the results of other research for the benefit of the society.	

20)	The graduate reaches the current literature information related to her/his profession, evaluates critically, and applies the principles of evidence-based medicine in the clinical decision-making process.	
21)	The graduate uses information technologies to improve the effectiveness of her/his work in health care, research, and education.	
22)	The graduate effectively manages individual study and learning processes and career development.	
23)	The graduate demonstrates the ability to acquire, evaluate, integrate new knowledge with existing knowledge, apply it to professional situations, and adapt to changing conditions throughout professional life.	
24)	The graduate chooses the right learning resources to improve the quality of the health care service she/he provides, organizes her/his own learning process.	

### Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Quizzes	1	% 10
Homework Assignments	1	% 20
Midterms	1	% 30
Final	1	% 40
<b>total</b>		<b>% 100</b>
PERCENTAGE OF SEMESTER WORK		% 60
PERCENTAGE OF FINAL WORK		% 40
<b>total</b>		<b>% 100</b>

### Workload and ECTS Credit Calculation

Activities	Number of Activities	Workload
Course Hours	14	42
Study Hours Out of Class	14	28
Homework Assignments	1	10
Quizzes	1	15



Midterms	1	15
Final	1	20
<b>Total Workload</b>		<b>130</b>