

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) When Istinye University Faculty of Medicine student is graduated who knows the historical development of medicine, medical practices, and							

the medical profession and their importance for society.							
<b>Course Learning Outcomes</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
2) knows the normal structure and function of the human body at the level of molecules, cells, tissues, organs and systems.							
3) is capable of systematically taking an accurate and effective social and medical history from their patients and make a comprehensive physical examination.							
4) knows the laboratory procedures related to diseases; In primary care, the necessary material (blood, urine, etc.) can be obtained from the patient with appropriate methods and can perform the necessary laboratory procedures for diagnosis and follow-up or request laboratory tests.							
5) can distinguish pathological changes in structure and functions during diseases from physiological changes and can Interpret the patient's history, physical examination, laboratory and imaging findings, and arrive at a pre-diagnosis and diagnosis of the patient's problem.							
6) knows, plans and applies primary care and emergency medical treatment practices, rehabilitation stages.							
7) can keep patient records accurately and efficiently, know the importance of confidentiality of patient information and records, and protects this privacy.							
8) knows the clinical decision-making process, evidence-based medicine practices and current approaches.							
9) knows and applies the basic principles of preventive health measures and the protection of individuals from diseases and improving health, and recognizes the individual and/or society at risk, undertakes the responsibility of the physician in public health problems such as epidemics and pandemics.							
10) knows the biopsychosocial approach, evaluates the causes of diseases by considering the individual and his / her environment.							
11) is capable of having effective oral and/or written communication with patients and their relatives, society and colleagues.							
12) knows the techniques, methods and rules of researching. It contributes to the creation, sharing, implementation and development of new professional knowledge and practices by using science and scientific method within the framework of ethical rules.							

13) can collect health data, analyze them, present them in summary, and prepare forensic reports. <b>Course Learning Outcomes</b>	1	2	3	4	5	6	7
14) knows the place of physicians as an educator, administrator and researcher in delivery of health care. It takes responsibility for the professional and personal development of own and colleagues in all interdisciplinary teams established to increase the health level of the society.							
15) knows employee health, environment and occupational safety issues and takes responsibility when necessary.							
16) knows health policies and is able to evaluate their effects in the field of application.							
17) keeps medical knowledge up-to-date within the framework of lifelong learning responsibility.							
18) applies own profession by knowing about ethical obligations and legal responsibilities, prioritizing human values and with self-sacrifice throughout own medical life.							

### Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	When Istinye University Faculty of Medicine student is graduated who knows the historical development of medicine, medical practices, and the medical profession and their importance for society.	
2)	knows the normal structure and function of the human body at the level of molecules, cells, tissues, organs and systems.	
3)	is capable of systematically taking an accurate and effective social and medical history from their patients and make a comprehensive physical examination.	
4)	knows the laboratory procedures related to diseases; In primary care, the necessary material (blood, urine, etc.) can be obtained from the patient with appropriate methods and can perform the necessary laboratory procedures for diagnosis and follow-up or request laboratory tests.	
5)	can distinguish pathological changes in structure and functions during diseases from	

	physiological changes and can Interpret the patient's history, physical examination, laboratory and imaging findings, and arrive at a pre-diagnosis and diagnosis of the patient's problem.	
6)	knows, plans and applies primary care and emergency medical treatment practices, rehabilitation stages.	
7)	can keep patient records accurately and efficiently, know the importance of confidentiality of patient information and records, and protects this privacy.	
8)	knows the clinical decision-making process, evidence-based medicine practices and current approaches.	
9)	knows and applies the basic principles of preventive health measures and the protection of individuals from diseases and improving health, and recognizes the individual and/or society at risk, undertakes the responsibility of the physician in public health problems such as epidemics and pandemics.	
10)	knows the biopsychosocial approach, evaluates the causes of diseases by considering the individual and his / her environment.	
11)	is capable of having effective oral and/or written communication with patients and their relatives, society and colleagues.	
12)	knows the techniques, methods and rules of researching. It contributes to the creation, sharing, implementation and development of new professional knowledge and practices by using science and scientific method within the framework of ethical rules.	
13)	can collect health data, analyze them, present them in summary, and prepare forensic reports.	
14)	knows the place of physicians as an educator, administrator and researcher in delivery of health care. It takes responsibility for the professional and personal development of own and colleagues in all interdisciplinary teams established to increase the health level of the society.	
15)	knows employee health, environment and occupational safety issues and takes responsibility when necessary.	
16)	knows health policies and is able to evaluate their effects in the field of application.	
17)	keeps medical knowledge up-to-date within the framework of lifelong learning responsibility.	
18)	applies own profession by knowing about ethical obligations and legal responsibilities, prioritizing human values and with self-sacrifice throughout own medical life.	

## 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>