

Dentistry			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	UNI145		
Course Name:	Public Relations and Publicity in Health Institutions		
Semester:	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>Bachelor</div> <div>TR-NQF-HE:6. Master`s Degree</div> <div>QF-EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree</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:	<p>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 purpose.</p>
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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
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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) Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.							

2) Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.	1	2	3	4	5	6	7
3) Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.							
4) Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.							
5) Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.							
6) Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.							
7) Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.							
8) Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.							
9) By adopting the principle of lifelong learning throughout the dentistry profession, follows current evidence-based dental knowledge and uses it during his professional practice.							
10) During dental practice, in cases such as abuse and addiction, performs the treatment by exhibiting the behaviors required by social ethics and legal rules, and collects and records the relevant data.							
11) Uses basic and current knowledge in the field of dentistry during professional practice for the benefit of society within the framework of national values and country realities.							
12) In natural disasters and emergency cases, takes the protective measures required by the dentistry profession; performs professional practices that benefit patients and society							
13) Generates ideas regarding health policy in dentistry, prioritizes individual and public health, and carries out preventive and therapeutic medical practices within the framework of scientific, ethical, and quality							

processes.							
Course Learning Outcomes	1	2	3	4	5	6	7
14) Differentiates the signs and symptoms commonly encountered in the dentistry profession, makes a treatment plan and refers when necessary, and manages diseases and clinical situations regarding their urgency and patient priority.							
15) Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.							

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.	
2)	Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.	
3)	Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.	
4)	Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.	
5)	Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.	
6)	Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.	
7)	Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.	
8)	Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.	

9)	By adopting the principle of lifelong learning throughout the dentistry profession, follows current evidence-based dental knowledge and uses it during his professional practice.	
10)	During dental practice, in cases such as abuse and addiction, performs the treatment by exhibiting the behaviors required by social ethics and legal rules, and collects and records the relevant data.	
11)	Uses basic and current knowledge in the field of dentistry during professional practice for the benefit of society within the framework of national values and country realities.	
12)	In natural disasters and emergency cases, takes the protective measures required by the dentistry profession; performs professional practices that benefit patients and society	
13)	Generates ideas regarding health policy in dentistry, prioritizes individual and public health, and carries out preventive and therapeutic medical practices within the framework of scientific, ethical, and quality processes.	
14)	Differentiates the signs and symptoms commonly encountered in the dentistry profession, makes a treatment plan and refers when necessary, and manages diseases and clinical situations regarding their urgency and patient priority.	
15)	Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.	

Assessment & Grading

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

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
Total Workload		130