Chapter 30

Comparison of Public Relations Education at Undergraduate and Graduate Levels in Turkey and EU Member States

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ABSTRACT

Public relations education in Bulgaria, England, Germany, Spain, and Italy, is considered together with a university that provides public relations education in Turkey. The conditions of undergraduate or graduate admission, objectives, and curricula of Public Relations Education in universities are discussed. Anadolu University in Turkey, St. Sofia in Bulgaria, Kliment Ohridski University, Birmingham City University in the England, Ludwig Maximilian University in Germany, Sevilla University in Spain, and Iulm Milan University in Italy are the subjects of Public Relations training. Finally, the universities were compared and evaluated with an interpretive perspective of their similarities and differences.

INTRODUCTION

The fact that public relations is accepted as a discipline in itself has actually found meaning with the training in universities. Especially when we think that the trainings at universities are equipped and more systematic, public relations trainings have caused meaning in universities. When we consider public relations as a bachelor’s degree, master and doctorate, it is more appropriate to evaluate and examine public relations on an international scale. In particular, when we look at the past training in the public
relations education in the member states of The European Union, it has become a special discipline that includes different branches and different studies. The reason for this is that the employment of people with wider qualifications is considered by the employer in terms of employment.

Referring to The European Union member countries, public relations conception in Turkey we look at the more generic training modules, but I can say that much of a difference. This is due to the fact that countries in Europe offer almost similar courses to students as part of common courses. However, excess of applications in education not only to other departments for public relations in Turkey can say it. In European Union member countries, practice and especially internship is very important. In Turkey, the organization providing education qualifications in accordance with the qualifications required by the private sector, said it was less than the universities in member countries of The European Union.

In order to test the accuracy of these beliefs, it is important to compare the public relations curricula in the relevant countries, how public relations departments are named in universities and how the number of the elective courses are formed.

**PUBLIC RELATIONS**

Public relations is the function of adopting the policies pursued by the institutions to large masses, continuously and fully announcing the works, creating a positive atmosphere against the institution, knowing what the people think about the institution and what they expect from the institution and providing cooperation with the public. Elimination of the requests and needs of people depends on the mutual communication of persons, enterprises, institutions and organizations. In this context, public relations has an important place in establishing and managing the relations between individuals and organizations.

**Definition of Public Relations**

Although Ivy Lee and Edward Bernays began to focus on the historical development of public relations, they put the concept of public relations into a systematic approach and started to use public relations. in fact, the beginning of the concept of public relations is based on a historical past that is not entirely clear. There are public relations since people have efforts to gain the trust of other people, socially or commercially. Although these efforts differ from the public relations concept used today, it would not be wrong to say that the foundations of the concept of public relations have been laid with the beginning of human history. The communication methods used to provide authority on the people in ancient civilizations are still seen in the context of public relations. Studies conducted with the techniques used in that period cannot be called public relations but are similar to the current studies in terms of their aims and effects (Akagün, Yozkat, 2018, p.8).

The concept of Public Relations has many definitions in the literature and it is very difficult to limit it with a single sentence. The understanding of academics, public relations practitioners, employers is different and therefore more than one but each of them has the right definitions. Some of these definitions include: “public relations is a management function based on collaboration, research and communication with target audiences to create mutually beneficial relationships.” Public relations is a strategic communication process that establishes mutually beneficial relationships between the organization and target audiences. "Public relations is a strategic engagement process to achieve mutual understanding between organizations and target audiences and to achieve their goals“ (Okay, 2015, p.13). Apart from these three