

## 1. Title of the certificate <sup>(1)</sup>

Halkla İlişkiler ve Organizasyon Hizmetleri Alanı  
Halkla İlişkiler Dalı

<sup>(1)</sup> In the original language

## 2. Translated title of the certificate <sup>(1)</sup>

Public Relations and Organization Services Branch  
Public Relations Branch

<sup>(1)</sup> If applicable. This translation has no legal status.

## 3. Profile of skills and competences

The holder of this certificate;

- Uses Turkish correctly and effectively while communicating.
- Uses technologic tools related to his/her occupation effectively.
- Write occupational writings.
- Be up to date.
- Collects information on target group.
- Performs research, planning, budgeting.
- Uses verbal, written, visual communication tools in public relations.
- Creates positive impression about company.
- Performs inhouse public relations operations.
- Contacts with consumer and professional unions and performs relations with press.
- Performs organization activities in public relations.
- Prepares and implements crisis plan.
- Performs sponsorship activities.
- Plans and implements promotion campaigns in public relations.
- Fulfils legal responsibilities of mass communication.

## 4. Range of occupations accessible to the holder of the certificate <sup>(1)</sup>

Can work as Public Relations Responsible and Human Resources Responsible.

<sup>(1)</sup> If applicable

### <sup>(\*)</sup> Explanatory note

This document is designed to provide additional information about the specified certificate and does not have any legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.

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### 5. Official basis of the certificate

<b>Name and status of the body awarding the certificate</b> Related secondary education institutions realising formal vocational and technical education which is subordinated to Ministry of National Education	<b>Name and status of the national/regional authority providing accreditation/recognition of the certificate</b> Ministry of National Education												
<b>Level of the certificate (national or international)</b> Level 4 occupation according to EQF. Level 4 occupation according to TQF. It complies with ISCED 3. ISCED-F CODE: 1012	<b>Grading scale / Pass requirements</b> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: left;"><u>Score</u></td> <td style="text-align: left;"><u>Grade</u></td> </tr> <tr> <td>85.00-100</td> <td>Excellent</td> </tr> <tr> <td>70.00-84.99</td> <td>Good</td> </tr> <tr> <td>60.00-69.99</td> <td>Average</td> </tr> <tr> <td>50.00-59.99</td> <td>Passing</td> </tr> <tr> <td>0-49,99</td> <td>Fails</td> </tr> </table>	<u>Score</u>	<u>Grade</u>	85.00-100	Excellent	70.00-84.99	Good	60.00-69.99	Average	50.00-59.99	Passing	0-49,99	Fails
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50.00-59.99	Passing												
0-49,99	Fails												
<b>Access to next level of education/training</b> The holder of this diploma can switch to higher education programs in line with the related legislation.	<b>International agreements</b>												
<b>Legal basis</b> National Education Basic Law No. 0414 Vocational Education Law No. 3308 Regulation on Ministry of National Education Secondary Education Institutions													

### 6. Officially recognised ways of acquiring the certificate

1. Having completed the vocational and technical Anatolian High School, Anatolian vocational or Anatolian technical program providing four-year education 2. Successfully having completed the education program related to his/her field on vocational open education high school						
Vocational education takes 3 years after the 9th grade of formal education and the percentage and duration of theoretical and practical education within the program are indicated below. Vocational education is provided both theoretically and practically.						
Description of vocational education and training received	Percentage of total programme (%)			Duration (hours/weeks/months/years)		
	Anatolian Vocational Program	Anatolian Technical Program	Vocational Training Center	Anatolian Vocational Program	Anatolian Technical Program	Vocational Training Center
School-/training centre-based	80	93	-	86	108	-
Workplace-based	20	7	-	22	8	-
<b>Total duration of the education/ training leading to the certificate</b>				108	116	-

**Entry requirements**

1. For formal vocational education, having completed the lower secondary school and not exceeding the age limit according to related legislation
2. For vocational open education highschool, having completed the lower secondary school
3. Achieving year-end success average in line with the related legislation after the 9th grade which is common for Anatolian technical program
4. Passing the exam for secondary education institutions for entering vocational and technical Anatolian High School, Anatolian vocational or Anatolian technical program

**Additional information**

This EUROPASS Certificate Supplement is prepared for graduates of 2018-2020.

**More information (including a description of the national qualifications system) available at:**

[www.myk.gov.tr](http://www.myk.gov.tr)

[www.tyc.gov.tr](http://www.tyc.gov.tr)

**Europass**

<https://www.europass.gov.tr/>

<https://europass.cedefop.europa.eu/>

**National Reference Point**

<http://urn.meb.gov.tr>