

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

**Halkla İlişkiler Uzmanlığı**

<sup>(1)</sup> in original language.

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

**Public Relations Specialist**

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

## 3. Profile of skills and competences

Holder of the certificate is eligible to:

- Use motivation techniques,
- Represent its company in public,
- Apply the protocol management,
- Prepare newspapers, brochures, and written materials,
- Release to the press,
- Make media planning,
- Organize and implement events.

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

- Public and private sector, Public Relations, Media, Corporate Communications, Principal Clerk departments
- Set up their own business,

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

### <sup>(1)</sup>Explanatory notes

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.

More information on transparency is available at: [www.europass.cedefop.eu.int/transparency](http://www.europass.cedefop.eu.int/transparency)

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### 5. Official basis of the certificate

<b>Name and status of the body awarding the certificate</b> Sakarya Üniversitesi Uzaktan Eğitim Araştırma ve Uygulama Merkezi-Eakademi Sakarya Üniversitesi Uzaktan Eğitim Araştırma ve Uygulama Merkezi/Esentepe Kampüsü 54187 Serdivan / Sakarya Phone number: +90 (264) 295 55 00 <a href="http://www.uzem.sakarya.edu.tr">www.uzem.sakarya.edu.tr</a>	<b>Name and Status of the national / regional authority providing accreditation / recognition of the certificate</b> Sakarya Üniversitesi – educational organization
<b>Level of the certificate (national or international)</b>	<b>Grading scale/Pass requirements</b> 50 and above.
<b>Access to next level of education/trainig</b> This training is not additional duration of another study.	<b>International agreements</b> There is no any international agreement.
<b>Legal Basis</b> Law of Higher Education no 2547	

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

Explanations about the education	Percentage of total programme (%)	Duration (hours / weeks / months / years)
School- training center based	100	10 weeks
Workplace based		
Accredited prior learning		
<b>Duration of the certificate</b>		10 weeks
<b>Entry requirements</b> There isn't an entry condition		
<b>Additional info</b> Sakarya University has continued distance education studies since 1997 and provides training for associate degree, undergraduate, master, fulfillment graduate and e-certificate based.		
<b>For further information:</b> <a href="http://www.myk.gov.tr">http://www.myk.gov.tr</a> <b>Europass</b> <a href="http://www.europass.gov.tr">http://www.europass.gov.tr</a> <b>For further information about our training:</b> <a href="http://www.eakademi.sakarya.edu.tr">www.eakademi.sakarya.edu.tr</a>		