

DEPARTMENT OF ADVERTISING DESIGN AND COMMUNICATION								
FIRST SEMESTER								
Code		Courses	Prerequisite	T	U	L	YCredit	ECTS
TKL	201	Turkish Language I	-	2	0	0	2	2
COMM	101	Introduction to Communication	-	3	0	0	3	5
COMM	111	Presentation Skills	-	2	2	0	3	5
COMM	171	Introduction to Communication Design	-	3	0	0	3	5
ADV	101	Introduction to Advertising	-	3	0	0	3	6
ADV	171	Digital Practices in Advertising	-	2	2	0	3	7
		Total					17	30
SECOND SEMESTER								
Code		Courses	Prerequisite	T	U	L	YCredit	ECTS
HUM	103	Humanities	-	2	0	0	2	3
TKL	202	Turkish Language II	-	2	0	0	2	2
COMM	102	Media History	-	3	0	0	3	5
ADV	102	Promotion Management and New Media	ADV 101	3	0	0	3	7
ADV	104	Principles of Marketing	-	3	0	0	3	7
ECON	291	Economics	-	3	0	0	3	6
		Total					16	30
THIRD SEMESTER								
Code		Courses	Prerequisite	T	U	L	Y Credit	ECTS
HTR	301	History of Turkish Revolution I	-	2	0	0	2	2
RSCH	410	Scientific Research Methods	-	3	0	0	3	4
COMM	201	Theories of Communication	COMM 101	3	0	0	3	5
ADV	271	Advertising Design Graphics and Production	ADV 171	2	2	0	3	6
PRP	201	Integrated Marketing Communications	-	3	0	0	3	8
		Area Elective	-				3	5
		Total					17	30
FOURTH SEMESTER								
Code		Courses	Prerequisite	T	U	L	Y Credit	ECTS
HTR	302	History of Turkish Revolution II	-	2	0	0	2	2
COMM	202	Media Analyses	COMM 102	3	0	0	3	5
ADV	202	Decision-Making in Market Behavior	-	3	0	0	3	6
ADV	222	Advertising Psychology	-	3	0	0	3	7
		Area Elective	-				3	5
		Free Elective	-				3	5
		Total					17	30
FIFTH SEMESTER								
Code		Courses	Prerequisite	T	U	L	Y Credit	ECTS
COMM	331	Brand Management	-	3	0	0	3	5
COMM	341	Communication Ethics	-	3	0	0	3	5
COMM	361	Strategic Communication Research	-	2	2	0	3	5
ADV	321	Semiotics of Advertising	-	3	0	0	3	7
ADV	381	Contemporary Issues in Advertising	-	3	0	0	3	7
		Total					15	29

SIXTH SEMESTER								
Code		Courses	Prerequisite	T	U	L	Y Credit	ECTS
COMM	324	Persuasion and Perception	-	3	0	0	3	5
ADV	302	Strategic Media Planning	-	2	2	0	3	5
ADV	312	Corporate Communications Practicum	-	3	0	0	3	5
ADV	332	Positioning Strategy in Advertising	-	3	0	0	3	6
ADV	352	Advertising Copywriting	-	2	2	0	3	5
ADV	372	Advanced Design in Advertising	ADV 271	2	2	0	3	5
		Total					18	31
SEVENTH SEMESTER								
Code		Courses	Prerequisite	T	U	L	Y Credit	ECTS
COMM	401	Cultural Studies	-	3	0	0	3	5
ADV	411	Advertising Photography	-	2	2	0	3	7
ADV	431	Advertising Campaign Management and Agency Operations	-	2	2	0	3	8
		Area Elective	-				3	5
		Free Elective	-				3	5
		Total					15	30
EIGHTH SEMESTER								
Code		Courses	Prerequisite	T	U	L	Y Credit	ECTS
COMM	432	Political Campaign Management	COMM 202	2	2	0	3	5
ADV	412	Case Studies in Advertising	-	2	2	0	3	7
ADV	472	Production Techniques in Advertising	-	2	2	0	3	7
ADV	492	Graduation Project	-	4	0	0	4	6
		Area Elective	-				3	5
		Total					16	30
		Total (Overall)					131	240
AREA ELECTIVE COURSES								
Code		Courses	Prerequisite	T	U	L	Y Credit	ECTS
COMM	211	Basic Photography		2	2	0	3	5
COMM	251	Creative Writing		2	2	0	3	5
COMM	311	Communication Practicum		0	6	0	3	5
COMM	312	Advanced Communication Practicum		0	6	0	3	5
COMM	382	Health Communication		3	0	0	3	5
COMM	461	Populer Culture and Media		3	0	0	3	5
ADV	201	Event Marketing		3	0	0	3	5
ADV	203	Marketing Communications and Design		3	0	0	3	5
ADV	232	Creative Strategies in Advertising		3	0	0	3	5
ADV	401	Marketing Public Relations		3	0	0	3	5
ADV	414	Advertising Workshop		2	2	0	3	5
ADV	416	Social Responsibility Practicum in Advertising		2	2	0	3	5
ADV	452	Advertising Copywriting and Visualization		2	2	0	3	5
ADV	474	Web Advertising		2	2	0	3	5

OPEN ELECTIVE COURSES								
Code		Courses	Prerequisite	T	U	L	YCredit	ECTS
ADV	203	Marketing Communications and Design		3	0	0	3	5
ADV	232	Creative Strategies in Advertising		3	0	0	3	5