

DEPARTMENT OF PUBLIC RELATIONS AND PUBLICITY

FIRST SEMESTER

Code		Courses	Prerequisite	T	A	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
PRP	101	Introduction to Public Relations	-	3	0	0	3	8
LAW	123	Introduction to Law	-	3	0	0	3	4
PSY	101	Introduction to Psychology I	-	3	0	0	3	6
Total							17	30

SECOND SEMESTER

Code		Courses	Prerequisite	T	A	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
PRP	112	Practices and Case Studies in PR	PRP 101	2	2	0	3	8
PRP	122	Social Environment of Man	-	3	0	0	3	6
ECON	291	Economy	-	3	0	0	3	6
Total							16	30

THIRD SEMESTER

Code		Courses	Prerequisite	T	A	L	YCredit	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	Communication Theories	COMM 101	3	0	0	3	5
COMM	251	Creative Writing I	-	2	2	0	3	5
PRP	201	Integrated Marketing Communications	-	3	0	0	3	8
PRP	221	Social Influence and Interpersonal Communication	PRP 122	3	0	0	3	6
Total							17	30

FOURTH SEMESTER

Code		Courses	Prerequisite	T	A	L	YCredit	ECTS
HTR	302	History of Turkish Revolution II	-	2	0	0	2	2
COMM	202	Media Analyses	COMM 102	3	0	0	3	5
COMM	252	Creative Writing II	-	2	2	0	3	5
PRP	202	Consumer Behaviour	-	3	0	0	3	6
PRP	204	Online PR	PRP 101	3	0	0	3	7
		Area Elective	-				3	5
Total							17	30

FIFTH SEMESTER

Code		Courses	Prerequisite	T	A	L	YCredit	ECTS
COMM	331	Brand Management	-	3	0	0	3	5
COMM	341	Communication Ethics	-	3	2	0	3	5
COMM	361	Strategic Communication Research	RSCH 410	2	2	0	3	5
PRP	301	Corporate Public Relations	PRP 101	3	0	0	3	6
PRP	311	Public Diplomacy and Public Opinion	COMM 202	2	2	0	3	4
		Free Elective	-				3	5
Total							18	30

SIXTH SEMESTER

Code		Courses	Prerequisite	T	A	L	YCredit	ECTS
COMM	382	Health Communication	PRP 101	3	0	0	3	5

PRP	312	Global Communication	COMM 101	2	2	0	3	7
PRP	352	Advanced Promotional Writing	-	2	2	0	3	6
PRP	372	Management of Strategies and Campaigns in PR	COMM 361, PRP 101	2	2	0	3	7
		Area Elective	-				3	5
Total							15	30

SEVENTH SEMESTER

Code		Courses	Prerequisite	T	A	L	YCredit	ECTS
PRP	421	Public Relations and Lobbying	PRP 101	3	0	0	3	7
PRP	423	Critical Approaches to PR	PRP 101, PRP 301	3	0	0	3	5
PRP	431	Media Planning for PR	PRP 101	2	2	0	3	6
PRP	481	Special Topics in PR	PRP 101	3	0	0	3	6
		Area Elective	-				3	5
Total							15	29

EIGHTH SEMESTER

Code		Courses	Prerequisite	T	A	L	YCredit	ECTS
COMM	432	Political Campaign Management	COMM 202	2	2	0	3	5
PRP	412	Advanced Studies in PR	PRP 101, PRP 301	2	2	0	3	7
PRP	492	Graduation Project for Social Responsibility	-	0	8	0	4	9
		Area Elective	-				3	5
		Free Elective	-				3	5
Total							16	31
General Total							131	240

AREA ELECTIVE COURSES

Code		Courses	Prerequisite	T	A	L	YCredit	ECTS
COMM	222	History of 20th Century		3	0	0	3	5
COMM	311	Communication Practicum		0	6	0	3	5
COMM	312	Advanced Communication Practicum		0	6	0	3	5
COMM	323	Democracy in Global Societies		3	0	0	3	5
COMM	360	Social Media and Society		3	0	0	3	5
COMM	380	Social Innovation and Social Entrepreneurship		3	0	0	3	5
COMM	421	Gender and Media		3	0	0	3	5
COMM	461	Popular Culture and Media		3	0	0	3	5
PRP	322	Media Antropology		3	0	0	3	5
PRP	382	Public Relations and Advertisement in Cinema		3	0	0	3	5
PRP	384	Crisis Management		3	0	0	3	5
PRP	425	History of Public Relations		3	0	0	3	5
PRP	471	Public Relations Lab		2	2	0	3	5
PRP	483	Public Speaking		2	2	0	3	5

OPEN ELECTIVE COURSES

Code		Courses	Prerequisite	T	A	L	YCredit	ECTS
COMM	360	Social Media and Society		3	0	0	3	5
COMM	380	Social Innovation and Social Entrepreneurship		3	0	0	3	5
COMM	421	Gender and Media		3	0	0	3	5
PRP	382	Public Relations and Advertisement in Cinema		3	0	0	3	5
PRP	483	Public Speaking		2	2	0	3	5