

## COURSE LIST AND CREDITING

I. SEMESTER						II. SEMESTER					
Course Code	Course Title	T	P	Credits	ECTS	Course Code	Course Title	T	P	Credits	ECTS
1 TDL 1111	Turkish Language-I	2	0	2	2	2 TDL 1112	Turkish Language-II	2	0	2	2
1 AIT 1101	Ataturk's Principles and History of Revolution-I	2	0	2	2	2 AIT 1102	Ataturk's Principles and History of Revolution-II	2	0	2	2
1 YDI 1121	Language I - English	2	0	2	2	2 YDI 1122	Language II - English	2	0	2	2
1 COM 1101	Basic Concepts of Communication	3	0	3	4	2 COM 1102	Usage of Basic Information Technology	2	1	3	3
1 COM 1181	Sociology	3	0	3	4	2 COM 1152	Social Psychology	3	0	3	3
1 COM 1121	Concept's of Law	3	0	3	3	2 COM 1122	Economy	3	0	3	3
1 COM 1161	History of Political Thought	3	0	3	3	2 COM 1142	Political Science	3	0	3	3
1 COM 1141	Basic Photography	2	1	3	3	2 COM 1132	History of Communication	3	0	3	4
1 COM 1171	Career Planning	1	0	1	2	2 PRP 1102	Basic of Advertising	3	0	3	4
1 PRP 1111	Introduction to Public Relations	3	0	3	4	2 PRP 1112	Event Management In Public Relations	3	0	3	4
<b>SDH 1000- Elective Course Pool 1*</b>						<b>SDH 2000- Elective Course Pool 2*</b>					
1 BED 1131	Physical Education I	0	1	1	1	2 BED 1132	Physical Education II	0	1	1	1
1 GSR 1131	Fine Arts I- Painting	0	1	1	1	2 GSM 1132	Fine Arts II- Painting	0	1	1	1
1 GSM 1131	Fine Arts I- Music					2 GSR 1132	Fine Arts II- Music				
1 GSH 1131	Fine Arts I- Folk Dances					2 GSH 1132	Fine Arts II- Folk Dances				
<b>TOTAL</b>						<b>TOTAL</b>					
<b>24</b>						<b>26</b>					
<b>2</b>						<b>2</b>					
<b>26</b>						<b>28</b>					
<b>30</b>						<b>31</b>					

III. SEMESTER						IV. SEMESTER					
Course Code	Course Title	T	P	Credits	ECTS	Course Code	Course Title	T	P	Credits	ECTS
3 COM 2103	Communication Theories	3	0	3	5	4 COM 2104	Political Communication	3	0	3	4
3 COM 2163	Communication Law	3	0	3	3	4 COM 2114	Media and Democracy	3	0	3	4
3 COM 2123	Digital Media	3	0	3	4	4 COM 2124	Applied Graphic Design	1	2	3	3
3 COM 2133	Basic Graphic Design	3	0	3	3	4 PRP 2154	Management and Organizations	3	0	3	4
3 COM 2153	Research Methods and Techniques	3	0	3	4	4 COM 2134	Research Design and Applications	3	0	3	4
3 PRP 2103	Innovation and Creativity in Public Relations	3	0	3	4	4 PRP 2124	Text Writing	3	0	3	4
3 PRP 2113	Marketing Principles	3	0	3	4	4 PRP 2134	Crises Management	3	0	3	4
<b>3 PRP 3000</b>						<b>4 PRP 4000</b>					
<b>Elective Course Pool 3*</b>						<b>Elective Course Pool 4*</b>					
3 PRP 2203	Semiotics	3	0	3	3	4 PRP 2204	Diction	3	0	3	3
3 COM 2213	Media Analysis And Discourse					4 COM 2214	Visual Culture				
<b>TOTAL</b>						<b>TOTAL</b>					
<b>24</b>						<b>22</b>					
<b>0</b>						<b>2</b>					
<b>24</b>						<b>24</b>					
<b>30</b>						<b>30</b>					

V. SEMESTER						VI. SEMESTER					
Course Code	Course Title	T	P	Credits	ECTS	Course Code	Course Title	T	P	Credits	ECTS
5 PRP 3105	WEB Design	2	1	3	4	6 PRP 3156	Public Management	3	0	3	4
5 PRP 3115	Media Planning	3	0	3	4	6 PRP 3106	Community Service Learnings	1	2	3	4
5 PRP 3125	Image and Reputation Management	3	0	3	4	6 PRP 3116	Digital Public Relations	3	0	3	4
5 PRP 3135	Social Responsibility	3	0	3	4	6 PRP 3126	Advertising Agency Management	3	0	3	4
5 PRP 3145	Interpersonal Communication	3	0	3	4	6 PRP 3136	Brand Management	3	0	3	4
5 PRP 3165	Public Relations Campaigns	3	0	3	4	6 PRP 3166	Consumer Behavior	3	0	3	4
<b>5 PRP 5000</b>						<b>6 PRP 6000</b>					
<b>Elective Course Pool 5**</b>						<b>Elective Course Pool 6**</b>					
5 PRP 3205	Presentation and Expression Techniques	3	0	3	3	6 COM 3206	Interview and Conversation Techniques	3	0	3	3
5 PRP 3215	Negotiation Techniques And Conflict Managemer					6 COM 3216	Video Production Techniques				
5 PRP 3225	Public Relations in Public Management					6 PRP 3206	Civil Society				
5 PRP 3235	Health Communication					6 PRP 3216	Popular Culture				
5 PRP 3245	Advertising Campaigns Analysis										
<b>TOTAL</b>						<b>TOTAL</b>					
<b>23</b>						<b>22</b>					
<b>1</b>						<b>2</b>					
<b>24</b>						<b>24</b>					
<b>30</b>						<b>30</b>					

VII. SEMESTER						VIII. SEMESTER					
Course Code	Course Title	T	P	Credits	ECTS	Course Code	Course Title	T	P	Credits	ECTS
7 COM 4107	Graduation Project	2	1	3	4	8 PRP 4108	Consumer Relations Management	3	0	3	4
7 COM 4137	Entrepreneurship	2	1	3	4	8 COM 4128	Art And Aesthetics	3	0	3	4
7 PRP 4107	International Public Relations	3	0	3	4	8 PRP 4118	Human Resources Management	3	0	3	4
7 PRP 4117	Representation and Protocol	3	0	3	5	8 PRP 4128	Neuromarketing	3	0	3	4
7 PRP 4127	Organizational Communication	3	0	3	4	8 COM 4118	Communication Ethics	3	0	3	4
						8 PRP 4138	Storytelling	3	0	3	4
<b>7 PRP 7000</b>						<b>8 PRP 8000</b>					
<b>Elective Course Pool 7**</b>						<b>Elective Course Pool 8**</b>					
7 PRP 4207	Fair Organization and Sponsorship	3	0	3	3	8 PRP 4208	Gamification	3	0	3	3
7 COM 4217	Political Economy of the Media					8 PRP 4218	Sponsorship				
7 PRP 4217	Service Marketing					8 PRP 4228	Current, Economic and Social Events				
7 PRP 4227	Sign Language					8 PRP 4238	Mythology				
<b>7 OFEC 7000</b>						<b>Out of Field Elective Course Pool***</b>					
7 OFEC 4107	Financial Literacy	2	0	2	3						
7 OFEC 4117	Gender Studies										
7 OFEC 4127	Hate Speech	2	0	2	3						
7 OFEC 4137	Turkey- European Union Relations										
7 OFEC 4147	Traditional Crafts										
<b>TOTAL</b>						<b>TOTAL</b>					
<b>21</b>						<b>24</b>					
<b>2</b>						<b>0</b>					
<b>23</b>						<b>24</b>					
<b>30</b>						<b>31</b>					

\*One course must be taken from the Elective Course Pool.

\*\* Two course must be taken from the Elective Course Pool.

Bu belge güvenli elektronik imza ile imzalanmıştır.

Evrak sorgulaması <https://turkiye.gov.tr/ebd?eK=4049&eD=BSNZYK0808&eS=581174> adresinden yapılabilir.