

DERS PROGRAMI

I. SEMESTER

Code	Course Title	Course Type	ECTS
LEE510	Ethics of Science and Research Techniques	Required Courses	7.5
RHİ537	Theory and Research in Digital Advertising	Required Courses	6.0
RHİ543	Strategic PR and Advertising Management with Artificial Intelligence	Required Courses	6.0
	Elective Courses		12.0
Sum			31.5

II. SEMESTER

Code	Course Title	Course Type	ECTS
İST534	Statistical Analysis and Evaluation	Required Courses	6.0
RHİ526	New Approaches in Public Relations	Required Courses	6.0
RHİ530	Advertising Psychology	Required Courses	6.0
SMR500	Seminar	Required Courses	7.5
	Elective Courses		6.0
Sum			31.5

III. SEMESTER

Code	Course Title	Course Type	ECTS
TEZ700	Thesis	Required Courses	30.0
Sum			30

IV. SEMESTER

Code	Course Title	Course Type	ECTS
TEZ700	Thesis	Required Courses	30.0
Sum			30

Elective Courses

Code	Course Title	Laboratory + Practice	ECTS
RHİ521	Global Marketing Communication (TR)	3 + 0	6.0
RHİ539	Communication Strategies in Sustainability and Social Innov. (TR)	3 + 0	6.0
RHİ541	Advertising Narrative and Analysis (TR)	3 + 0	6.0
RHİ545	The Socio-Psychological Foundations of Consumer Behavior (TR)	3 + 0	6.0

Elective Courses			
Code	Course Title	Laboratory + Practice	ECTS
RHİ547	Conditional Effect Approaches in Public Relations and Advertising Research (TR)	3 + 0	6.0
RHİ532	Consumer Neuroscience (TR)	3 + 0	6.0
RHİ536	Digital Content Marketing Methods (TR)	3 + 0	6.0
RHİ538	Political Communication, Digital Media and Democracy (TR)	3 + 0	6.0
RHİ540	Digital Platforms and Data Ecosystems (TR)	3 + 0	6.0

Institute Specialization Field Course			
Code	Course Title	Laboratory + Practice	ECTS
UZM700	Research in Area of Specialization (TR)	5 + 0	4.5

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