

DERS PROGRAMI

Elective Courses			
Code	Course Title	Laboratory + Practice	ECTS
KİL501	Introduction to Communication Studies (TR)	3 + 0	6.0
KİL505	Agenda Setting Management and Crisis Communication (TR)	3 + 0	6.0
KİL507	Global Communication (TR)	3 + 0	6.0
KİL510	Designing Corporate Communications Tools (TR)	3 + 0	6.0
KİL515	Corporate Identity and Image Management (TR)	3 + 0	6.0
KİL517	Reputation Management of Corporations (TR)	3 + 0	6.0
KİL519	Internal Communication (TR)	3 + 0	6.0
LEE510	Ethics of Science and Research Techniques (TR)	3 + 0	6.0
PZL523	Marketing Management (TR)	3 + 0	6.0
İŞL590	Corporate Governance (TR)	3 + 0	6.0
KİL502	Corporate Brand Management (TR)	3 + 0	6.0
KİL509	Corporate Social Responsibility and Ethics (TR)	3 + 0	6.0
KİL511	Corporate Communications Writing (TR)	3 + 0	6.0
KİL514	Corporate Social Media Management (TR)	3 + 0	6.0
PZL520	Integrated Marketing Communications (TR)	3 + 0	6.0

II. SEMESTER			
Code	Course Title	Course Type	ECTS
DPU500	Term Project	Required Courses	0.0
	Elective Courses		30.0
Sum			30

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