

## DERS PROGRAMI

### I. SEMESTER

| Code   | Course Title               | Course Type      | ECTS |
|--------|----------------------------|------------------|------|
| LEE610 | Research Design and Ethics | Required Courses | 7.5  |
| RHİ604 | Advertising Theories       | Required Courses | 7.5  |
|        | Elective Courses           |                  | 15.0 |
| Sum    |                            |                  | 30   |

### II. SEMESTER

| Code   | Course Title                                        | Course Type      | ECTS |
|--------|-----------------------------------------------------|------------------|------|
| RHİ622 | Digital Communication Strategies                    | Required Courses | 7.5  |
| RHİ638 | Algorithmic Persuasion and Behavioral Communication | Required Courses | 7.5  |
| SMR600 | Seminar                                             | Required Courses | 7.5  |
|        | Elective Courses                                    |                  | 7.5  |
| Sum    |                                                     |                  | 30   |

### III. SEMESTER

| Code   | Course Title    | Course Type      | ECTS |
|--------|-----------------|------------------|------|
| DYS000 | Qualifying Exam | Required Courses | 0.0  |
| Sum    |                 |                  | 0    |

### IV. SEMESTER

| Code     | Course Title             | Course Type      | ECTS |
|----------|--------------------------|------------------|------|
| TEZ900-0 | Thesis (Thesis Proposal) | Required Courses | 30.0 |
| Sum      |                          |                  | 30   |

### V. SEMESTER

| Code   | Course Title | Course Type      | ECTS |
|--------|--------------|------------------|------|
| TEZ900 | Thesis       | Required Courses | 30.0 |
| Sum    |              |                  | 30   |

### VI. SEMESTER

| Code   | Course Title | Course Type      | ECTS |
|--------|--------------|------------------|------|
| TEZ900 | Thesis       | Required Courses | 30.0 |
| Sum    |              |                  | 30   |

#### VII. SEMESTER

| Code   | Course Title | Course Type      | ECTS |
|--------|--------------|------------------|------|
| TEZ900 | Thesis       | Required Courses | 30.0 |
| Sum    |              |                  | 30   |

#### VIII. SEMESTER

| Code   | Course Title | Course Type      | ECTS |
|--------|--------------|------------------|------|
| TEZ900 | Thesis       | Required Courses | 30.0 |
| Sum    |              |                  | 30   |

#### Elective Courses

| Code   | Course Title                                | Laboratory + Practice | ECTS |
|--------|---------------------------------------------|-----------------------|------|
| RHi623 | Reputation Management (TR)                  | 3 + 0                 | 7.5  |
| RHi633 | Advanced Analysis and Reporting I (TR)      | 3 + 0                 | 7.5  |
| RHi616 | New Trends in Marketing Communications (TR) | 3 + 0                 | 7.5  |

#### Institute Specialization Field Course

| Code   | Course Title                            | Laboratory + Practice | ECTS |
|--------|-----------------------------------------|-----------------------|------|
| UZM900 | Research in Area of Specialization (TR) | 7 + 0                 | 7.5  |

## DERS İÇERİKLERİ

---