

DERS PROGRAMI

I. SEMESTER

Code	Course Title	Compulsory	ECTS
İKT101U	Introduction to Economics	Required Courses	4.0
İLT107U		Required Courses	5.0
İŞL107U	General Business	Required Courses	6.0
PSİ103U		Required Courses	6.0
PZL103U		Required Courses	6.0
	Foreign Language Courses		3.0
Sum			30

II. SEMESTER

Code	Course Title	Compulsory	ECTS
HİT102U		Required Courses	6.0
İLT112U	Communication Theories	Required Courses	6.0
PZL304U		Required Courses	5.0
	Foreign Language Courses		3.0
Sum			20

III. SEMESTER

Code	Course Title	Compulsory	ECTS
İLT203U	Corporate Communication	Required Courses	6.0
İLT207U		Required Courses	6.0
MAİ201U	Advertising	Required Courses	7.0
TAR201U	Principles of Atatürk and the History of Turkish Revolution I	Required Courses	3.0
TÜR201U	Turkish Language I	Required Courses	3.0
Sum			25

IV. SEMESTER

Code	Course Title	Compulsory	ECTS
HİT212U		Required Courses	7.0
HİT214U	Yok	Required Courses	7.0
TAR202U	Principles of Atatürk and the History of Turkish Revolution II	Required Courses	3.0
TÜR202U	Turkish Language II	Required Courses	3.0
Sum			20

V. SEMESTER

Code	Course Title	Compulsory	ECTS
HİT301U	Internal Public Relations	Required Courses	7.0
PZL303U		Required Courses	7.0
SMY107U	Social Media Management	Required Courses	6.0
Sum			20

VI. SEMESTER

Code	Course Title	Compulsory	ECTS
HİT304U	Government Diplomacy and International Public Relations	Required Courses	6.0
HİT310U	Production in Media	Required Courses	7.0
MAİ206U		Required Courses	7.0
Sum			20

VII. SEMESTER

Code	Course Title	Compulsory	ECTS
HİT401U	Public Relations Campaign Analysis	Required Courses	7.0
HİT403U		Required Courses	6.0
İLT213U	Corporate Culture	Required Courses	6.0
PZL209U	Consumer Behaviour	Required Courses	6.0
Sum			25

VIII. SEMESTER

Code	Course Title	Compulsory	ECTS
HİT210U	Digital Public Relations	Required Courses	7.0
HİT406U		Required Courses	8.0
Sum			15

Foreign Language Courses

Code	Course Title	Laboratory + Practice	ECTS
ALM101U	German I (ALM)(ALM)	0 + 0	3.0
FRA101U	French I (FRA)(FRA)	0 + 0	3.0
İNG101U	English I (ENG)(ENG)	0 + 0	3.0
ALM102U	German II (ALM)(ALM)	0 + 0	3.0
FRA102U	French II (FRA)(FRA)	0 + 0	3.0

Foreign Language Courses			
Code	Course Title	Laboratory + Practice	ECTS
İNG102U	English II (ENG)(ENG)	0 + 0	3.0

DERS İÇERİKLERİ
