

## DERS PROGRAMI

## I. SEMESTER

| Code    | Course Title                         | Compulsory       | ECTS |
|---------|--------------------------------------|------------------|------|
| ARY101U | Research Methods for Social Sciences | Required Courses | 6.0  |
| MEİ103U | Media and Communication              | Required Courses | 7.0  |
| SMY105U | Digital Media and Consumer           | Required Courses | 7.0  |
| SMY107U | Social Media Management              | Required Courses | 7.0  |
|         | Foreign Language Courses             |                  | 3.0  |
| Sum     |                                      |                  | 30   |

## II. SEMESTER

| Code    | Course Title             | Compulsory       | ECTS |
|---------|--------------------------|------------------|------|
| SMY104U | Digital Age Advertising  | Required Courses | 7.0  |
|         | Foreign Language Courses |                  | 3.0  |
| Sum     |                          |                  | 10   |

## III. SEMESTER

| Code    | Course Title                                                  | Compulsory       | ECTS |
|---------|---------------------------------------------------------------|------------------|------|
| SMY201U | Social Media and Propaganda                                   | Required Courses | 7.0  |
| SMY209U | Social Media Tools                                            | 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     |                                                               |                  | 20   |

## IV. SEMESTER

| Code    | Course Title                                                   | Compulsory       | ECTS |
|---------|----------------------------------------------------------------|------------------|------|
| SMY206U | Social Media and Corporate Communication                       | Required Courses | 7.0  |
| SMY210U | Social Media Application Areas                                 | 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   |

## Foreign Language Courses

| Code    | Course Title        | Laboratory + Practice | ECTS |
|---------|---------------------|-----------------------|------|
| ALM101U | German I (ALM)(ALM) | 0 + 0                 | 3.0  |

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

## DERS İÇERİKLERİ

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