

DERS PROGRAMI

I. SEMESTER			
Code	Course Title	Course Type	ECTS
ARY111	Research Methods in Social Sciences	Required Courses	4.5
İNG325	Academic English III (ENG)	Required Courses	3.0
KÜL111	Cultural History (ENG)	Required Courses	4.5
KÜL193	Career Planning	Required Courses	2.0
PSİ123	Psychology (ENG)	Required Courses	4.5
SOS153	Sociology	Required Courses	3.5
TÜR125	Turkish Language I	Required Courses	2.0
YMİ101	Introduction to Communication (ENG)	Required Courses	4.5
	Area Elective Courses		1.5
Sum			30

II. SEMESTER			
Code	Course Title	Course Type	ECTS
GRA140	Graphic Design	Required Courses	4.5
İLT108	Theories of Communication	Required Courses	4.5
İNG326	Academic English IV (ENG)	Required Courses	3.0
PSİ104	Social Psychology (ENG)	Required Courses	3.0
TÜR126	Turkish Language II	Required Courses	2.0
YMİ102	Visual Culture and Storytelling	Required Courses	4.5
YMİ104	Introduction to New Media	Required Courses	4.5
	Elective Courses		2.0
	Area Elective Courses		2.0
Sum			30

III. SEMESTER			
Code	Course Title	Course Type	ECTS
İST201	Statistics	Required Courses	3.0
İŞL234	Entrepreneurship	Required Courses	4.5
PZL255	Marketing	Required Courses	4.5
TAR165	Atatürk's Principles and History of Turkish Revolution I	Required Courses	2.0
YMİ203	Visual Culture and Storytelling	Required Courses	4.5

III. SEMESTER

Code	Course Title	Course Type	ECTS
YMi205	Basic Programming (ENG)	Required Courses	4.5
	Area Elective Courses		7.0
Sum			30

IV. SEMESTER

Code	Course Title	Course Type	ECTS
FEL102	Introduction to Philosophy	Required Courses	2.5
İLT204	History of Communication	Required Courses	5.0
TAR166	Atatürk's Principles and History of Turkish Revolution II	Required Courses	2.0
YMi202	Presentation Techniques	Required Courses	4.5
YMi210	Digital Art	Required Courses	4.5
YMi212	Social Media Management	Required Courses	4.5
YMi214	Digital Content Creation	Required Courses	4.5
	Area Elective Courses		2.5
Sum			30

V. SEMESTER

Code	Course Title	Course Type	ECTS
İKT215	Economics (ENG)	Required Courses	2.5
İLT305	Communication Ethics	Required Courses	5.0
SiY102	Political Science	Required Courses	3.0
YMi301	Management in the Age of New Media	Required Courses	4.5
YMi305	Crisis Management in New Media	Required Courses	4.5
	Area Elective Courses		10.5
Sum			30

VI. SEMESTER

Code	Course Title	Course Type	ECTS
STJ322	Internship	Required Courses	5.0
YMi302	New Media Researchs	Required Courses	4.5
YMi310	Data Visualization (ENG)	Required Courses	4.5
YMi312	Creative Communication Strategies	Required Courses	4.5
YPZ302	Artificial Intelligence	Required Courses	4.5
	Area Elective Courses		7.0

VI. SEMESTER

Code	Course Title	Course Type	ECTS
Sum			30

VII. SEMESTER

Code	Course Title	Course Type	ECTS
İLT403	Project Development (ENG)	Required Courses	8.0
YMi401	Digital Security and Privacy	Required Courses	4.5
YMi403	Business English (ENG)	Required Courses	4.5
	Area Elective Courses		13.0
Sum			30

VIII. SEMESTER

Code	Course Title	Course Type	ECTS
İLT404	Project Management (ENG)	Required Courses	8.0
YMi402	Game and Gamification	Required Courses	4.5
	Area Elective Courses		17.5
Sum			30

Area Elective Courses

Code	Course Title	Laboratory + Practice	ECTS
BYN202	Introduction to Printing and Journalism (TR)	2 + 0	2.5
İLT117	Vector Design (TR)	2 + 2	4.5
İLT121	Information and Communication Technologies (TR)	3 + 0	4.5
İLT118	Civic Participation and Volunteerism (TR)	3 + 0	4.5
YMi106	AI-Supported Design Applications (TR)	3 + 1	4.5
YMi130	Interpersonal Communication (ENG)(ENG)	3 + 0	4.5
İLT217	Instructional Content Design (TR)	3 + 0	4.5
İLT221	Mobile Communication Technologies (TR)	2 + 2	4.5
İLT227	Editing Digital Image (TR)	2 + 2	4.5
İLT229	Online Sharing and Collaboration (TR)	3 + 0	4.5
İLT235	Techniques of Critical Thinking (TR)	3 + 0	4.5
İLT237	Business Communication (TR)	3 + 0	4.5
İLT241	Blockchain Technologies (TR)	3 + 0	4.5
İLT253	Radio Program Design (TR)	3 + 0	4.5

Area Elective Courses			
Code	Course Title	Laboratory + Practice	ECTS
İLT240	Video Editing (TR)	0 + 4	4.5
İLT258	Sports Communication (TR)	3 + 0	4.5
RHİ351	Social Campaigns (TR)	3 + 0	4.5
RHİ359	Corporate Culture Management (TR)	3 + 0	4.5
YMi216	Storytelling on Social Media (TR)	2 + 2	4.5
YMi218	Digital Culture (TR)	3 + 0	4.5
YMi220	Copywriting in New Media (TR)	3 + 0	4.5
YMi222	User Experience Design (TR)	3 + 1	4.5
YMi224	Nonverbal Communication (TR)	3 + 0	4.5
YMi226	Electronic Literature (ENG)(ENG)	3 + 0	4.5
YMi228	AI Story Telling (TR)	1 + 2	4.5
YMi230	Protocol and Rules of Social Conduct (TR)	0 + 3	4.5
İLT256	Media Management (TR)	3 + 0	4.5
YMi308	Interactive Media Design (TR)	1 + 2	4.5

Foreign Language Courses			
Code	Course Title	Laboratory + Practice	ECTS
YMi186	New Media Literacy (TR)	2 + 0	2.0

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