

DERS PROGRAMI

I. SEMESTER

Code	Course Title	Course Type	ECTS
ARY111	Research Methods in Social Sciences (ENG)	Required Courses	4.5
İLT107	Introduction to Communication	Required Courses	3.5
İŞL153	Business Management (ENG)	Required Courses	6.0
KÜL193	Career Planning	Required Courses	2.0
PSİ102	Psychology (ENG)	Required Courses	3.5
SOS153	Sociology	Required Courses	3.5
TÜR121	Writing	Required Courses	2.0
TÜR125	Turkish Language I	Required Courses	2.0
	Area Elective Courses		3.0
Sum			30

II. SEMESTER

Code	Course Title	Course Type	ECTS
BİL150	Fundamentals of Information Technology	Required Courses	5.0
FOT201	Basic Photography (ENG)	Required Courses	5.0
İLT108	Theories of Communication	Required Courses	4.5
PZL104	Introduction to Marketing Management	Required Courses	6.5
RHİ207	Visual Communication	Required Courses	5.0
TÜR122	Speaking Skills	Required Courses	2.0
TÜR126	Turkish Language II	Required Courses	2.0
Sum			30

III. SEMESTER

Code	Course Title	Course Type	ECTS
İKT215	Economics (ENG)	Required Courses	2.5
İNG325	Academic English III (ENG)	Required Courses	3.0
PSİ104	Social Psychology (ENG)	Required Courses	3.0
RHİ203	Introduction to Advertising	Required Courses	6.5
RHİ206	Introduction to Public Relations	Required Courses	6.5
RHİ306	Communication Research	Required Courses	6.5
TAR165	Atatürk's Principles and History of Turkish Revolution I	Required Courses	2.0
Sum			30

IV. SEMESTER

Code	Course Title	Course Type	ECTS
FEL102	Introduction to Philosophy (ENG)	Required Courses	2.5
HUK124	Basic Concepts of Law	Required Courses	2.5
İNG326	Academic English IV (ENG)	Required Courses	3.0
RHİ202	Theory and Practice in Public Relations	Required Courses	6.0
RHİ204	Consumer Behavior (ENG)	Required Courses	6.0
RHİ351	Social Campaigns	Required Courses	4.5
SNT253	History of Art	Required Courses	3.5
TAR166	Atatürk's Principles and History of Turkish Revolution II	Required Courses	2.0
Sum			30

V. SEMESTER

Code	Course Title	Course Type	ECTS
RHİ301	Persuasive Communication (ENG)	Required Courses	4.0
RHİ303	Creativity in Advertising I	Required Courses	6.0
RHİ305	Media Planning	Required Courses	3.5
SİY102	Political Science (ENG)	Required Courses	3.0
	Elective Courses		2.0
	Area Elective Courses		11.5
Sum			30

VI. SEMESTER

Code	Course Title	Course Type	ECTS
RHİ304	Creativity in Advertising II	Required Courses	6.0
RHİ312	Advertising Copywriting	Required Courses	6.0
RHİ334	Advertising Campaign Analyses	Required Courses	4.5
STJ324	Internship	Required Courses	5.0
	Area Elective Courses		8.5
Sum			30

VII. SEMESTER

Code	Course Title	Course Type	ECTS
RHİ440	Analysis of Public Relations Campaigns	Required Courses	4.5
RHİ461	Graduation Project I	Required Courses	8.0
	Area Elective Courses		17.5

VII. SEMESTER

Code	Course Title	Course Type	ECTS
Sum			30

VIII. SEMESTER

Code	Course Title	Course Type	ECTS
RHİ462	Graduation Project II	Required Courses	8.0
	Area Elective Courses		22.0
Sum			30

Elective Courses

Code	Course Title	Laboratory + Practice	ECTS
KÜL199	Cultural Activities (TR)	0 + 2	2.0
TİY152	Theatre (TR)	2 + 0	2.5
TÜR120	Turkish Sign Language (TR)	3 + 0	3.0
KÜL195	Volunteer Work (TR)	1 + 2	4.0

Area Elective Courses

Code	Course Title	Laboratory + Practice	ECTS
EDB235	Literary and Cultural Studies (ENG)(ENG)	3 + 0	4.5
GRA206	Introduction to Computer Aided Graphic Design (TR)	3 + 0	6.5
İLT379	Social Media Applications (TR)	2 + 2	4.5
RHİ205	Marketing Communication (TR)	3 + 0	4.5
HİR240	Consumption Awareness and Consumer Rights (TR)	3 + 0	4.5
İLT238	Political Communication (TR)	2 + 1	5.0
İŞL412	Strategic Management (TR)	2 + 0	3.0
RHİ324	Internal Communication (ENG)(ENG)	3 + 0	4.5
RHİ326	Critical Thinking (ENG)(ENG)	3 + 0	4.5
STV210	Film and TV Information (TR)	2 + 0	4.5
ARY301	Qualitative Methods in Communication Research (TR)	3 + 0	4.5
GZT307	Digital Media Ethics (ENG)(ENG)	3 + 0	4.0
HİR341	Project Cycle Management (TR)	2 + 2	4.5
HİR343	Communication in Non Governmental Organizations (TR)	3 + 0	4.5
HUK399	Human Rights and Democracy (TR)	3 + 0	4.5
İSP151	Spanish I (ISP)(ISP)	4 + 0	4.0

Area Elective Courses			
Code	Course Title	Laboratory + Practice	ECTS
RHİ307	Advertising Analysis (TR)	3 + 0	4.5
RHİ315	Event Management (TR)	2 + 2	5.0
RHİ322	Corporate Social Responsibility Communication (ENG)(ENG)	3 + 0	4.5
RHİ323	Critical Perspectives on Advertising (ENG)(ENG)	2 + 1	5.0
RHİ328	Strategic Framing Approaches in Public Relations (TR)	2 + 2	5.0
RHİ355	Presentation Techniques in Campaigns (TR)	3 + 0	4.5
RHİ357	Digital Public Relations (TR)	3 + 0	4.5
RHİ361	Public Relations Management (TR)	3 + 0	4.5
RHİ363	Seminar I (TR)	2 + 2	5.0
RHİ365	Media and Politics (ENG)(ENG)	3 + 0	4.5
RHİ367	Advertising Film Production (TR)	2 + 2	5.0
RHİ369	Psychological Approaches in Advertising (TR)	3 + 0	4.5
RHİ451	Strategic Planning (TR)	3 + 0	4.0
GRA252	Motion Graphics (TR)	2 + 2	5.0
HİR340	Artificial Intelligence Assisted Public Relations Content D. (TR)	2 + 2	5.0
HİR342	Digital Advertising and Artificial Intelligence (TR)	2 + 2	4.5
İLT381	Web-Based Storytelling (TR)	2 + 2	4.5
İSP152	Spanish II (ISP)(ISP)	4 + 0	4.0
RHİ310	Brand Communication Management (ENG)(ENG)	3 + 0	4.5
RHİ316	Advertising and Neuroscience (TR)	3 + 0	4.5
RHİ318	Content Marketing (ENG)(ENG)	2 + 2	5.0
RHİ320	Sustainability Communication (TR)	3 + 0	4.5
RHİ345	TV Advertising (TR)	3 + 0	5.0
RHİ352	Advertising Design II (TR)	2 + 2	4.5
RHİ354	Corporate Communication Management (TR)	3 + 0	4.5
RHİ358	Advertising in the Digital Age (TR)	2 + 2	5.0
RHİ360	Digital Media Applications (ENG)(ENG)	2 + 2	5.0
RHİ366	Storytelling in Advertising (TR)	2 + 2	5.0
BİL441	Artificial Intelligence (TR)	3 + 0	4.5
İLT407	Applications of Communication Research (TR)	3 + 0	4.5
İNG425	Academic English V (ENG)(ENG)	3 + 0	3.0

Area Elective Courses			
Code	Course Title	Laboratory + Practice	ECTS
RHİ459	Digital Advertising Copywriting (TR)	2 + 2	6.0
RHİ463	Advertising Copywriting Practices (TR)	2 + 2	6.0
BİL464	Computer Based Creative Studies II (TR)	3 + 0	6.0
HİR440	Public Diplomacy (TR)	3 + 0	4.5
HUK478	Intellectual Property Rights (TR)	2 + 0	3.0
İNG426	Academic English VI (ENG)(ENG)	3 + 0	3.0
RHİ452	Sport Marketing Communication (TR)	3 + 0	4.5
RHİ456	International Advertising and Public Relations (TR)	3 + 0	4.5
RHİ458	International Projects (ENG)(ENG)	2 + 4	6.0
RHİ460	Advertising Project (ENG)(ENG)	2 + 2	6.0
RHİ466	Seminar IV (ENG)(ENG)	2 + 2	5.0

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