

**YEDİTEPE ÜNİVERSİTESİ**  
**İLETİŞİM FAKÜLTESİ**  
**REKLAM TASARIMI VE İLETİŞİMİ BÖLÜMÜ AKADEMİK PROGRAMI**

**TARİH:** 2024 Güz

**BİRİNCİ YARIYIL (GÜZ)**

Kod		Dersler	Önkoşul	T	U	L	Y	A
TKL	201	Türk Dili I		2	0	0	2	2
COMM	101	İletişime Giriş		3	0	0	3	5
COMM	111	Sunum Becerileri		2	2	0	3	5
COMM	199	Akademik Yazım Becerileri Semineri		1	0	0	1	2
COMM	251	Hikaye Anlatımı		2	2	0	3	5
ADV	101	Reklamcılığa Giriş		3	0	0	3	4
ADV	173	Reklam Tasarımının Grameri		3	0	0	3	6
		<b>Toplam</b>					18	29

**İKİNCİ YARIYIL (BAHAR)**

Kod		Dersler	Önkoşul	T	U	L	Y	A
HUM	103	Uygarlık Tarihi		2	0	0	2	3
PSY	101	Psikolojiye Giriş I		3	0	0	3	6
TKL	202	Türk Dili II		2	0	0	2	2
ADV	104	Pazarlama İlkeleri		3	0	0	3	3
ADV	271	Reklam Tasarımı ve Grafiği I	ADV 173	2	2	0	3	7
COMM	106	Sürdürülebilirlik		3	0	0	3	5
		<b>Alan Seçmeli</b>		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>5</b>
		<b>Toplam</b>					19	31

**ÜÇÜNCÜ YARIYIL (GÜZ)**

Kod		Dersler	Önkoşul	T	U	L	Y	A
ECON	291	İktisat		3	0	0	3	6
HTR	301	Atatürk İlkeleri ve İnkılap Tarihi I		2	0	0	2	2
SOC	101	Sosyolojiye Giriş		3	0	0	3	6
COMM	120	Sanat Tarihi ve Estetik		3	0	0	3	5
ADV	241	Bütünleşik Reklam ve Pazarlama İletişimi	ADV 104	3	0	0	3	4
ADV	272	Reklam Tasarımı ve Grafiği II	ADV 271	2	2	0	3	7
		<b>Toplam</b>					17	30

**DÖRDÜNCÜ YARIYIL (BAHAR)**

Kod		Dersler	Önkoşul	T	U	L	Y	A
HTR	302	Atatürk İlkeleri ve İnkılap Tarihi II		2	0	0	2	2
COMM	220	İletişim ve Medya Araştırmaları	COMM 199	2	2	0	3	4
COMM	201	İletişim Kuramları	COMM 101	3	0	0	3	5
<b>COMM</b>	<b>341</b>	<b>İletişim Etiği</b>		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>5</b>
ADV	202	Tüketici İçgörüsü		3	0	0	3	3
ADV	352	Reklamcılıkta Metin Yazımı	COMM 251	2	2	0	3	4
ADV	274	Reklamcılıkta Yapım Teknikleri		2	2	0	3	7
		<b>Toplam</b>					20	30

BEŞİNCİ YARIYIL (GÜZ)								
Kod		Dersler	Önkoşul	T	U	L	Y	A
ADV	273	Dijital Reklamcılık		3	0	0	3	6
ADV	335	<b>Reklam Kuramları</b>	<b>ADV 101</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>5</b>
COMM	331	Marka Yönetimi ve Konumlandırma	ADV 241	3	0	0	3	5
		Alan Seçmeli		3	0	0	3	5
		Alan Seçmeli (COMM 300 - STAJ)		0	0	0	0	10
		<b>Toplam</b>					<b>12</b>	<b>31</b>
ALTINCI YARIYIL (BAHAR)								
Kod		Dersler	Önkoşul	T	U	L	Y	A
ADV	372	Reklamcılıkta İleri Tasarım	ADV 272 ADV 274	2	2	0	3	9
COMM	361	Stratejik İletişim Araştırmaları ve Kampanya Yönetimi	ADV 241 COMM 220	2	2	0	3	5
ADV	302	Stratejik Medya Planlama		2	2	0	3	5
		Alan Seçmeli		3	0	0	3	5
		Serbest Seçmeli		3	0	0	3	5
		<b>Toplam</b>					<b>15</b>	<b>29</b>
YEDİNCİ YARIYIL (GÜZ)								
Kod		Dersler	Önkoşul	pT	U	L	Y	A
COMM	401	Kültürel Çalışmalar	COMM 201	3	0	0	3	5
LAW	305	İletişim Hukuku ve Telif Hakları		3	0	0	3	4
		Alan Seçmeli		2	2	0	3	10
		Alan Seçmeli		3	0	0	3	5
		Serbest Seçmeli		3	0	0	3	5
		<b>Toplam</b>					<b>15</b>	<b>29</b>
SEKİZİNCİ YARIYIL (BAHAR)								
Kod		Dersler	Önkoşul	T	U	L	Y	A
ADV	381	Reklamcılıkta Güncel Konular		3	0	0	3	6
ADV	492	Mezuniyet Projesi	COMM 331, COMM 361 ADV 372	2	4	0	4	10
		Alan Seçmeli		3	0	0	3	5
		Serbest Seçmeli		3	0	0	3	5
		Serbest Seçmeli		3	0	0	3	5
		<b>Toplam</b>					<b>16</b>	<b>31</b>
		<b>Genel Toplam</b>					<b>132</b>	<b>240</b>
BÖLÜM SEÇMELİ DERSLER								
Kod		Dersler	Önkoşul	T	U	L	Y	A
COMM	102	Medya Tarihi		3	0	0	3	5
COMM	202	Medya Analizleri		3	0	0	3	5
COMM	211	Fotoğrafçılık		2	2	0	3	5
COMM	300	STAJ		0	0	0	0	10

COMM	324	İkna ve Algı		3	0	0	3	5
COMM	400	Yerel Yönetimlerde İletişim Uygulamaları		2	2	0	3	10
COMM	433	Siyasal İletişim Kampanyaları		2	2	0	3	5
COMM	382	Sağlık İletişimi	COMM 101	3	0	0	3	5
ADV	201	Olay Pazarlaması		3	0	0	3	5
ADV	311	Reklam Uygulamaları		2	2	0	3	10
ADV	312	Kurumsal Kimlik Tasarımı		2	2	0	3	5
<b>ADV</b>	<b>313</b>	<b>Reklamcılıkta Yapay Zeka</b>		<b>2</b>	<b>2</b>	<b>0</b>	<b>3</b>	<b>10</b>
ADV	321	Reklamda Göstergebilim		3	0	0	3	5
ADV	232	Reklamcılıkta Yaratıcı Strateji		3	0	0	3	5
ADV	333	Tüketici Bağlılığı		3	0	0	3	5
ADV	334	Reklamcılıkta Müşteri İlişkileri Yönetimi		3	0	0	3	5
ADV	410	MMA ile Dijital Pazarlamada Yeni Dönem		2	2	0	3	10
ADV	412	Reklamcılıkta Örnek Olaylar		2	2	0	3	5
ADV	414	Reklam Atölyesi		2	2	0	3	5
ADV	416	Reklamcılıkta Sosyal Sorumluluk		2	2	0	3	5
ADV	452	-		2	2	0	3	5
			<b>Asgari Mezuniyet Koşulları</b>					
			Kredi				132	
			AKTS				240	
			Ders Sayısı				47	

**YEDİTEPE UNIVERSITY**  
**FACULTY OF COMMUNICATION**  
**DEPARTMENT OF ADVERTISING DESIGN AND COMMUNICATION ACADEMIC PROGRAM**

DATE: 2024 Fall

**FIRST SEMESTER (FALL)**

Code		Courses	Prerequisite	T	U	L	Y	E
TKL	201	Turkish Language I		2	0	0	2	2
COMM	101	Introduction to Communication		3	0	0	3	5
COMM	111	Presentation Skills		2	2	0	3	5
COMM	199	Seminar in Academic Writing Skills		1	0	0	1	2
COMM	251	Storytelling		2	2	0	3	5
ADV	101	Introduction to Advertising		3	0	0	3	4
ADV	173	The Grammar of Advertising		3	0	0	3	6
		<b>Total</b>					<b>18</b>	<b>29</b>

**SECOND SEMESTER (SPRING)**

Code		Courses	Prerequisite	T	U	L	Y	E
HUM	103	Humanities		2	0	0	2	3
PSY	101	Introduction to Psychology I		3	0	0	3	6
TKL	202	Turkish Language II		2	0	0	2	2
ADV	104	Principles of Marketing		3	0	0	3	3
ADV	271	Advertising Design and Graphics I	ADV 173	2	2	0	3	7
COMM	106	Sustainability		3	0	0	3	5
		<b>Area Elective</b>		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>5</b>
		<b>Total</b>					<b>19</b>	<b>31</b>

**THIRD SEMESTER (FALL)**

Code		Courses	Prerequisite	T	U	L	Y	E
ECON	291	Economics		3	0	0	3	6
HTR	301	History of Turkish Revolution I		2	0	0	2	2
SOC	101	Introduction to Sociology		3	0	0	3	6
COMM	120	Art History and Aesthetic		3	0	0	3	5
ADV	241	Integrated Advertising and Marketing Communications	ADV 104	3	0	0	3	4
ADV	272	Advertising Design and Graphics II	ADV 271	2	2	0	3	7
		<b>Total</b>					<b>17</b>	<b>30</b>

**FOURTH SEMESTER (SPRING)**

Code		Courses	Prerequisite	T	U	L	Y	E
HTR	302	History of Turkish Revolution II		2	0	0	2	2
COMM	220	Communication and Media Research		2	2	0	3	4
COMM	201	Theories of Communication	COMM 101	3	0	0	3	5
<b>COMM</b>	<b>341</b>	<b>Communication Ethics</b>		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>5</b>
ADV	202	Consumer Insight		3	0	0	3	3
ADV	352	Advertising Copywriting	COMM 251	2	2	0	3	4
ADV	274	Production Techniques in Advertising		2	2	0	3	7
		<b>Total</b>					<b>20</b>	<b>30</b>

FIFTH SEMESTER (FALL)								
Code		Courses	Prerequisite	T	U	L	Y	E
ADV	273	Digital Advertising		3	0	0	3	6
<b>ADV</b>	<b>335</b>	<b>Advertising Theories</b>	<b>ADV 101</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>5</b>
COMM	331	Brand Management and Positioning	ADV 241	3	0	0	3	5
		Area Elective		3	0	0	3	5
		Area Elective (COMM 300 - INTERNSHIP)		0	0	0	0	10
		<b>Total</b>					<b>12</b>	<b>31</b>
SIXTH SEMESTER (SPRING)								
Code		Courses	Prerequisite	T	U	L	Y	E
ADV	372	Advanced Design in Advertising	ADV 272 ADV 274	2	2	0	3	9
COMM	361	Strategic Communication Research and Campaign Management	ADV 241 COMM 220	2	2	0	3	5
ADV	302	Strategic Media Planning		2	2	0	3	5
		Area Elective		3	0	0	3	5
		Area Elective		3	0	0	3	5
		Free Elective		3	0	0	3	5
		<b>Total</b>					<b>15</b>	<b>29</b>
SEVENTH SEMESTER (FALL)								
Code		Courses	Prerequisite	T	U	L	Y	E
COMM	401	Cultural Studies	COMM 201	3	0	0	3	5
LAW	305	Communication Law and Copyrights		3	0	0	3	4
		Area Elective		2	2	0	3	10
		Area Elective		3	0	0	3	5
		Free Elective		3	0	0	3	5
		<b>Total</b>					<b>15</b>	<b>29</b>
EIGHTH SEMESTER (SPRING)								
Code		Courses	Prerequisite	T	U	L	Y	E
ADV	381	Contemporary Issues in Advertising		3	0	0	3	6
ADV	492	Graduation Project	COMM 331, COMM 361, ADV 372	2	4	0	4	10
		Area Elective		3	0	0	3	5
		Free Elective		3	0	0	3	5
		Free Elective		3	0	0	3	5
		<b>Total</b>					<b>16</b>	<b>31</b>
		<b>Overall Credit</b>					<b>132</b>	<b>240</b>
DEPARTMENT ELECTIVE COURSES								
Code		Courses	Prerequisite	T	U	L	Y	E
COMM	202	Media Analyses		3	0	0	3	5
COMM	211	Photography		2	2	0	3	5
COMM	300	Internship		0	0	0	0	10

COMM	324	Persuasion and Perception		3	0	0	3	5
COMM	341	Communication Ethics		3	0	0	3	5
COMM	400	Communication Practicum In Local Governments		2	2	0	3	10
COMM	433	Political Communication Campaigns		2	2	0	3	5
COMM	382	Health Communication	COMM 101	3	0	0	3	5
ADV	201	Event Marketing		3	0	0	3	5
ADV	222	Advertising Psychology		3	0	0	3	5
ADV	311	Advertising Practicum		2	2	0	3	10
ADV	321	Semiotics in Advertising		3	0	0	3	5
ADV	312	Corporate Identity Design		2	2	0	3	5
<b>ADV</b>	<b>313</b>	<b>Artificial Intelligence in Advertising</b>		<b>2</b>	<b>2</b>	<b>0</b>	<b>3</b>	<b>10</b>
ADV	232	Creative Strategy In Advertising		3	0	0	3	5
ADV	333	Consumer Engagement		3	0	0	3	5
ADV	334	Account Management in Advertising		3	0	0	3	5
ADV	410	The New Era In Digital Marketing With MMA		2	2	0	3	10
ADV	412	Case Studies In Advertising		2	2	0	3	5
ADV	414	Advertising Workshop		2	2	0	3	5
ADV	416	Social Responsibility In Advertising		2	2	0	3	5
ADV	452	Advertising Copywriting And Visualization		2	2	0	3	5
				<b>Minimum Degree Requirements</b>				
				Credits			132	
				ECTS			240	
				Number of Courses			47	