

**YEDİTEPE UNIVERSITY**  
**FACULTY OF COMMUNICATION**  
**PUBLIC RELATIONS AND PUBLICITY DEPARTMENT ACADEMIC PROGRAM**

DATE: 24.05.2021

**FIRST SEMESTER (FALL)**

Code		Courses	Prerequisite	T	U	L	Y	E
TKL	201	Turkish Language I		2	0	0	2	2
HUM	103	Humanities		2	0	0	2	3
COMM	101	Introduction to Communication		3	0	0	3	5
COMM	111	Presentation Skills		2	2	0	3	5
PRP	101	Introduction to Public Relations		3	0	0	3	6
PRP	113	Design and Layout in Public Relations		2	2	0	3	6
COMM	199	Seminar in Academic Writing Skills		1	0	0	1	2
		<b>Total</b>					<b>17</b>	<b>29</b>

**SECOND SEMESTER (SPRING)**

Code		Courses	Prerequisite	T	U	L	Y	E
TKL	202	Turkish Language II		2	0	0	2	2
COMM	102	Media History		3	0	0	3	5
COMM	120	History of Art and Aesthetics		3	0	0	3	5
PRP	112	Practices and Case Studies in Public Relations	PRP 101	2	2	0	3	4
PRP	106	Introduction to Marketing		3	0	0	3	3
ECON	291	Economics		3	0	0	3	6
PSY	101	Introduction to Psychology I		3	0	0	3	6
		<b>Total</b>					<b>20</b>	<b>31</b>

**THIRD SEMESTER (FALL)**

Code		Courses	Prerequisite	T	U	L	Y	E
HTR	301	History of Turkish Revolution I		2	0	0	2	2
COMM	201	Communication Theories	COMM 101	3	0	0	3	5
COMM	251	Story Telling		2	2	0	3	5
PRP	201	Integrated Marketing Communication	PRP 106	3	0	0	3	4
PRP	251	Management and Organization	PRP 101	3	0	0	3	4
SOC	101	Introduction to Sociology		3	0	0	3	6
		Area Elective					3	5
		<b>Total</b>					<b>20</b>	<b>31</b>

**FOURTH SEMESTER (SPRING)**

Code		Courses	Prerequisite	T	U	L	Y	E
HTR	302	History of Turkish Revolution II		2	0	0	2	2
RSCH	410	Scientific Research Methods		3	0	0	3	4
COMM	202	Media Analyses	COMM 102, COMM120	3	0	0	3	5
PRP	202	Consumer Behavior	PSY 101, SOC 101	3	0	0	3	4
PRP	206	Digital Communication Strategies	PRP 101, COMM 101	2	2	0	3	4
PHIL	152	Ethics		3	0	0	3	5

		Area Elective					3	5
		Total					20	29
<b>FIFTH SEMESTER (FALL)</b>								
Code		Courses	Prerequisite	T	U	L	Y	E
COMM	331	Brand Management and Positioning	PRP 202	3	0	0	3	5
PRP	303	Reputation Management	PRP 101	3	0	0	3	5
PRP	307	Writing Techniques in Public Relations	COMM 251, PRP 101	2	2	0	3	5
PRP	335	Event Management	PRP 112	2	2	0	3	5
LAW	305	Communication Law and Copyrights		3	0	0	3	4
		Free Elective					3	5
		Total					18	29
<b>SIXTH SEMESTER (SPRING)</b>								
Code		Courses	Prerequisite	T	U	L	Y	E
COMM	382	Health Communication	COMM 101	3	0	0	3	5
PRP	372	Management of Strategies and Campaigns in Public Relations	PRP 303	2	2	0	3	3
PRP	412	Advanced Studies in Public Relations	PRP 303	3	0	0	3	3
		Area Elective (Internship)					0	15
		Free Elective					3	5
		Total					12	31
<b>SEVENTH SEMESTER (FALL)</b>								
Code		Courses	Prerequisite	T	U	L	Y	E
COMM	106	Sustainability		3	0	0	3	5
COMM	433	Political Communication Campaigns	COMM 202	3	0	0	3	5
BBA	204	Principles of Entrepreneurship		3	0	0	3	6
		Area Elective					3	15
		Total					12	31
<b>EIGHTH SEMESTER (SPRING)</b>								
Code		Courses	Prerequisite	T	U	L	Y	E
COMM	410	Occupational Safety and Education		1	0	0	1	2
PRP	423	Critical Approaches to Public Relations	PRP 303	3	0	0	3	6
PRP	492	Social Responsibility Project for Graduation		0	8	0	4	11
		Free Elective					3	5
		Free Elective					3	5
		Total					14	29
		Overall Credit					133	240

<b>DEPARTMENT ELECTIVE COURSES / AREA ELECTIVES</b>								
Code		Courses	Prerequisite	T	U	L	Y	ECTS
COMM	222	History of 20th Century	-	3	0	0	3	5
COMM	300	Internship	-	0	0	0	0	15
COMM	323	Democracy in Global Societies	-	3	0	0	3	5

COMM	324	Persuasion and Perception	-	3	0	0	3	5
COMM	360	Social Media and Society	-	3	0	0	3	5
COMM	400	Communication Practicum in Local Governments	COMM 101	2	2	0	3	15
COMM	421	Gender and Media	COMM 202	3	0	0	3	5
COMM	440	Social Media Management	-	3	0	0	3	5
COMM	461	Popular Culture and Media	-	3	0	0	3	5
PRP	221	Social Influence and Interpersonal Communication	-	3	0	0	3	5
PRP	311	Public Relations Practicum	-	2	2	0	3	15
PRP	312	Global Communication	-	2	2	0	3	5
PRP	322	Media Anthropology	-	3	0	0	3	5
PRP	352	Advanced Promotional Writing	-	2	2	0	3	5
PRP	382	Public Relations and Advertising in Cinema	-	3	0	0	3	5
PRP	413	Crisis Management	-	3	0	0	3	5
PRP	425	History of Public Relations	-	3	0	0	3	5
PRP	471	Public Relations Laboratory	-	2	2	0	3	5
PRP	481	Special Topics in Public Relations	-	3	0	0	3	5
PRP	483	Public Speaking	COMM 101	2	2	0	3	5
<b>OPEN ELECTIVE COURSES</b>								
Code		Courses	Prerequisite	T	U	L	Y	ECTS
COMM	222	History of 20th Century	-	3	0	0	3	5
COMM	324	Persuasion and Perception	-	3	0	0	3	5
COMM	440	Social Media Management	-	3	0	0	3	5
PRP	322	Media Anthropology	-	3	0	0	3	5
PRP	352	Advanced Promotional Writing	-	2	2	0	3	5
PRP	382	Public Relations and Advertising in Cinema	-	3	0	0	3	5
PRP	481	Special Topics in Public Relations	-	3	0	0	3	5

<b>Minimum Degree Requirements</b>	
Credits	133
ECTS	240
Number of Courses	48