

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

DATE: 10.05.2022

**FIRST SEMESTER (FALL)**

Code		Courses	Prerequisite	T	U	L	Y	E
HUM	103	Humanities		2	0	0	2	3
PSY	101	Introduction to Psychology		3	0	0	3	6
SOC	101	Introduction to Sociology		3	0	0	3	6
COMM	101	Introduction to Communication		2	2	0	3	5
COMM	111	Presentation Skills		2	2	0	3	5
COMM	199	Seminar in Academic Writing Skills		1	0	0	1	2
PRP	107	Communication, Society, and Politics		3	0	0	3	3
		Total					18	30

**SECOND SEMESTER (SPRING)**

Code		Courses	Prerequisite	T	U	L	Y	E
ECON	291	Economics		2	2	0	3	6
COMM	102	Media History		3	0	0	3	5
COMM	106	Sustainability		3	0	0	3	5
COMM	120	History of Arts and Aesthetics		3	0	0	3	5
PRP	104	Introduction to Public Relations		3	0	0	3	6
PRP	116	Consumer Behavior		3	0	0	3	3
		Total					18	30

**THIRD SEMESTER (FALL)**

Code		Courses	Prerequisite	T	U	L	Y	E
TKL	201	Turkish Language I		2	0	0	2	2
COMM	201	Communication Theories	COMM 101	3	0	0	3	5
COMM	251	Storytelling		2	2	0	3	5
PRP	207	Practices and Case Studies in Public Relations	PRP 104	2	2	0	3	4
PRP	213	Design and Layout in Public Relations		2	2	0	3	6
PRP	223	Introduction to Marketing		3	0	0	3	4
PRP	251	Management and Organization		3	0	0	3	4
		Total					20	30

**FOURTH SEMESTER (SPRING)**

Code		Courses	Prerequisite	T	U	L	Y	E
PHIL	152	Ethics		3	0	0	3	5
RSCH	410	Scientific Research Methods		3	0	0	3	4
TKL	202	Turkish Language II		2	0	0	2	2
COMM	202	Media Analyses	COMM 102, COMM 120	3	0	0	3	5
PRP	206	Digital Communication Strategies	PRP 104	2	2	0	3	5
PRP	248	Integrated Marketing Communication	PRP 223	3	0	0	3	4
		Area Elective 1					3	5

		Total					20	30
FIFTH SEMESTER (FALL)								
Code		Courses	Prerequisite	T	U	L	Y	E
HTR	301	History of Turkish Revolution I		2	0	0	2	2
LAW	305	Communication Law and Copyright		3	0	0	3	4
PRP	303	Reputation Management	PRP 104	3	0	0	3	5
COMM	331	Brand Management and Positioning	PRP 202	3	0	0	3	5
PRP	337	Public Relations and Politics	PRP 107	3	0	0	3	4
		Area Elective 2					3	5
		Free Elective 1					3	5
		Total					20	30
SIXTH SEMESTER (SPRING)								
Code		Courses	Prerequisite	T	U	L	Y	E
HTR	302	History of Turkish Revolution II		2	0	0	2	2
COMM	382	Health Communication	COMM 101	3	0	0	3	5
PRP	364	Crisis Management and Communication	PRP 303	3	0	0	3	6
PRP	372	Management of Strategies and Campaigns in Public Relations	PRP 207	2	2	0	3	7
		Area Elective 3 (Internship)					0	10
		Total					11	30
SEVENTH SEMESTER (FALL)								
Code		Courses	Prerequisite	T	U	L	Y	E
PRP	423	Critical Approaches to Public Relations	PRP 337	3	0	0	3	7
PRP	435	Media Planning for Public Relations	COMM 202	3	0	0	3	8
		Area Elective 4					3	10
		Free Elective 2					3	5
		Total					12	30
EIGHTH SEMESTER (SPRING)								
Code		Courses	Prerequisite	T	U	L	Y	E
PRP	492	Mezuniyet İçin Sosyal Sorumluluk Projesi		0	8	0	4	10
		Area Elective 5					3	10
		Free Elective 3					3	5
		Free Elective 4					3	5
		Total					13	30
		<b>Overall Credit</b>					<b>132</b>	<b>240</b>
DEPARTMENT ELECTIVE COURSES								
Code		Courses	Prerequisite	T	U	L	Y	E
COMM	222	History of the 20th Century		3	0	0	3	5
COMM	300	Internship		0	0	0	0	10
COMM	323	Democracy in Global Society		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 Government		2	2	0	3	10
COMM	421	Gender and Media		3	0	0	3	5
COMM	433	Political Communication Campaigns		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	307	Writing Techniques in Public Relations		2	2	0	3	5
PRP	311	Public Relations Practicum		2	2	0	3	10
PRP	312	Global Communication		2	2	0	3	5
PRP	322	Media Anthropology		3	0	0	3	5
PRP	335	Event Management		2	2	0	3	5
PRP	352	Advanced Promotional Writing		2	2	0	3	5
PRP	382	Public Relations and Advertising in the Movies		3	0	0	3	5
PRP	412	Advanced Studies in Public Relations		2	2	0	3	10
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
			<b>Minimum Degree Requirements</b>					
			Credits				132	
			ECTS				240	
			Number of Courses				47	