

 **YEDİTEPE UNIVERSITY**

 **FACULTY OF COMMUNICATION** 

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| **PUBLIC RELATIONS AND PUBLICITY DEPARTMENT** |
|  |  | **FIRST SEMESTER7 compulsory** | **T** | **U** | **L** | **Y** | **A** |  |  |  | **SECOND SEMESTER7 compulsory** | **T** | **U** | **L** | **Y** | **A** |
| TKL | 201 | Turkish Language I | 2 | 0 | 0 | 2 | 2 |  | TKL | 202 | Turkish Language II | 2 | 2 | 0 | 2 | 2 |
| HUM | 103 | Humanities  | 2 | 0 | 0 | 2 | 3 |  | COMM | 102 | Media History | 3 | 0 | 0 | 3 | 5 |
| COMM | 101 | Introduction to Communication | 3 | 0 | 0 | 3 | 5 |  | COMM | 120 | History of Art and Aesthetics | 3 | 0 | 0 | 3 | 5 |
| COMM | 111 | Presentation Skills | 2 | 2 | 0 | 3 | 5 |  | PRP | 112 | Practices and Case Studies in Public Relations | 2 | 2 | 0 | 3 | 4 |
| COMM | 199 | Seminar in Academic Writing Skills | 1 | 0 | 0 | 1 | 2 |  | PRP | 106 | Introduction to Marketing | 3 | 0 | 0 | 3 | 3 |
| PRP  | 101 | Introduction to Public Relations | 3 | 0 | 0 | 3 | 6 |  | ECON | 291 | Economics | 3 | 0 | 0 | 3 | 6 |
| PRP | 113 | Design and Layout in Public Relations | 2 | 2 | 0 | 3 | 6 |  | PSY | 101 | Introduction to Psychology I | 3 | 0 | 0 | 3 | 6 |
|  |  |  **TOTAL** |  |  |  | 17 | 29 |  |  |  |  **TOTAL** |  |  |  | 20 | 31 |
|  |  | **THIRD SEMESTER6 compulsory 1 area elective** | **T** | **U** | **L** | **Y** | **A** |  |  |  | **FOURTH SEMESTER** **6 compulsory 1 area elective** | **T** | **U** | **L** | **Y** | **A** |
| HTR | 301 | History of Turkish Revolution I | 2 | 0 | 0 | 2 | 2 |  | HTR  | 302 | History of Turkish Revolution II | 2 | 0 | 0 | 2 | 2 |
| COMM | 201 | Communication Theories  | 3 | 0 | 0 | 3 | 5 |  | RSCH | 410 | Scientific Research Methods | 3 | 0 | 0 | 3 | 4 |
| COMM | 251 | Story Telling | 2 | 2 | 0 | 3 | 5 |  | COMM | 202 | Media Analyses  | 3 | 0 | 0 | 3 | 5 |
| PRP | 201 | Integrated Marketing Communication  | 3 | 0 | 0 | 3 | 4 |  | PRP | 202 | Consumer Behavior  | 3 | 0 | 0 | 3 | 4 |
| PRP | 251 | Management and Organization  | 3 | 0 | 0 | 3 | 4 |  | PRP  | 206 | Digital Communication Strategies  | 2 | 2 | 0 | 3 | 4 |
| SOC | 101 | Introduction to Sociology | 3 | 0 | 0 | 3 | 6 |  | PHIL | 152 | Ethics | 3 | 0 | 0 | 3 | 5 |
|  |  | Area Elective |  |  |  | 3 | 5 |  |  |  | Area Elective |  |  |  | 3 | 5 |
|  |  |  **TOTAL** |  |  |  | 20 | 31 |  |  |  |  **TOTAL** |  |  |  | 20 | 29 |
|  |  | **FIFTH SEMESTER5 compulsory 1 free elective** | **T** | **U** | **L** | **Y** | **A** |  |  |  | **SIXTH SEMESTER** **3 compulsory 1 area elective 1 free elective**  | **T** | **U** | **L** | **Y** | **A** |
| COMM | 331 | Brand Management and Positioning  | 3 | 0 | 0 | 3 | 5 |  | COMM | 382 | Health Communication  | 3 | 0 | 0 | 3 | 5 |
| PRP | 303 | Reputation Management | 3 | 0 | 0 | 3 | 5 |  | PRP | 412 | Advanced Studies in PR  | 2 | 2 | 0 | 3 | 3 |
| PRP | 307 | Writing Techniques in Public Relations  | 2 | 2 | 0 | 3 | 5 |  | PRP | 372 | Management of Strategies and Campaigns in Public Relations  | 2 | 2 | 0 | 3 | 3 |
| PRP | 335 | Event Management  | 2 | 2 | 0 | 3 | 5 |  |  |  | Area Elective (Internship) |  |  |  | 0 | 15 |
| LAW | 305 | Communication Law and Copyrights | 3 | 0 | 0 | 3 | 4 |  |  |  | Free Elective |  |  |  | 3 | 5 |
|  |  | Free Elective |  |  |  | 3 | 5 |  |  |  |  |  |  |  |  |  |
|  |  |  **TOTAL** |  |  |  | 18 | 29 |  |  |  |  **TOTAL** |  | 12 | 31 |
|  |  | **SEVENTH SEMESTER3 compulsory 1 area elective** | **T** | **U** | **L** | **Y** | **A** |  |  |  | **EIGHTH SEMESTER3 compulsory 2 free elective** | **T** | **U** | **L** | **Y** | **A** |
| COMM | 106 | Sustainability | 3 | 0 | 0 | 3 | 5 |  | COMM | 410 | Occupational Safety and Education | 1 | 0 | 0 | 1 | 2 |
| COMM | 433 | Political Communication Campaigns | 3 | 0 | 0 | 3 | 5 |  | PRP | 423 | Critical Approaches to Public Relations | 3 | 0 | 0 | 3 | 6 |
| BBA | 204 | Principles of Entrepreneurship | 3 | 0 | 0 | 3 | 6 |  | PRP | 492 | Social Responsibility Project for Graduation | 0 | 8 | 0 | 4 | 11 |
|  |  | Area Elective |  |  |  | 3 | 15 |  |  |  | Free Elective |  |  |  | 3 | 5 |
|  |  |  |  |  |  |  |  |  |  |  | Free Elective |  |  |  | 3 | 5 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **TOPLAM** | 12 | 31 |  |  |  |  **TOTAL** |  |  |  | 14 | 29 |
|  |  **Minimum Degree Requirements** |  |
| T: Theory , A: Application, L: Laboratory, Y: Yeditepe Credit, E: ECTS |  **Credits** | **133** |
|  |  **ECTS** | **240** |
| **Department Credits: 123 credits + 10 credits (HUM+TKL+HTR)****Total: 133 Credits** |  **Total courses (40 compulsory + 8 elective) 48**  |

 **Approval Date:**