

**YEDİTEPE UNIVERSITY**

**FACULTY OF COMMUNICATION** 

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **PUBLIC RELATIONS AND PUBLICITY DEPARTMENT** | | | | | | | | | | | | | | | | | | | | | | | | |
|  |  | **FIRST SEMESTER 7 compulsory** | **T** | **U** | **L** | **Y** | **A** | |  |  | | |  | | **SECOND SEMESTER 7 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 SEMESTER 6 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 SEMESTER 5 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 SEMESTER 3 compulsory 1 area elective** | **T** | **U** | **L** | **Y** | **A** | |  |  | | |  | | **EIGHTH SEMESTER 3 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:**