

Public Relations & Publicity Course Contents

1st Grade Fall Semester (1st Term)

TRD109 - Turkish Language-I (R)

The aim of this course is to adequately comprehend the structural and functional characteristics of Turkish; to provide the ability to use Turkish correctly and beautifully as a written and spoken expression tool, in terms of the connection between language and thought; to establish a unifying and integrative language in teaching and to raise young people who are aware of their mother tongue. The content of the Turkish Language course is organized according to the principles specified in the framework program of the Higher Education Council.

AİT101 - Ottoman History-I (R)

The purpose of the course is to explain topics such as the reasons that led to the collapse of the Ottoman Empire, efforts and movements to save the state, World War I, fronts, the Mondros Armistice, Mustafa Kemal, and the National Forces movement.

YDİ107 - English-I (R)

The aim is to provide students with basic grammar and speaking skills in English. The goal is to achieve an intermediate level of language learning. The course will cover topics such as subjects, pronouns, nouns and plural forms, demonstrative adjectives and adverbs, present tense and affirmative-negative-question structures, conjunctions, and demonstrative pronouns, with examples.

HİT109 - Sociology (R)

This course covers how this field emerged, its approaches to the objects of interest, and its suggestions regarding social events. The other part of the course is formed by behavioral sciences, which developed as a reaction to dominant introspection in the early 20th century. The course will address and evaluate the ecological position and individualistic approach that behavioral sciences are based upon.

HİT105 - Turkey's Management Structure (R)

This course covers central management and local management organizations, their duties, and responsibilities. Additionally, the legal frameworks that various administrations such as municipalities, villages, and universities are subject to, and their general duties and responsibilities will be evaluated. General information about the duties and responsibilities of the President and Prime Minister, the conditions they must meet, and other autonomous institutions such as the Court of Accounts, Council of State, Supreme Court, and Constitutional Court will be discussed.

HİT111 - Basic Concepts of Law (R)

The introductory law course constitutes the first stage of law-related courses. In this course, information is provided around basic topics such as Private Law, Public Law, Civil Law, Constitutional Law, the concept of rights, responsibility from various perspectives, and types of legal rules.

HİT107 - Introduction to Communication Science (R)

In this first part of the Communication Science course, the aim is to provide students with the forms of communication within the framework of general communication theory. In this context, interpersonal communication models will also be emphasized, including verbal and non-verbal communication. Additionally, the fundamental principles of mass communication theories will be presented, along with their importance and relationship with society.

HİT103 - Introduction to Public Relations (R)

The aim of the course is to outline the basic conceptual framework of public relations, preparing students for future theoretical and practical courses. Concepts such as public and relationships, definitions of public relations, advertising, propaganda, promotion, and announcement, proactive and reactive public relations, the development of public relations in the world and Turkey, the qualifications and duties of public relations personnel, and public relations techniques make up the content of the course.

ENF 101 - Basic Information Technology Usage (R)

This course aims to provide students with basic knowledge about computers, software packages, and the use of the internet. The content includes an introduction to information technologies, the information age and information society, information systems, computer organization, operating systems, using an operating system, using computer input-output devices, the concept of software, an introduction to application software, the internet, and other software.

1st Grade Spring Semester (2nd Term)**TRD110 - Turkish Language-II (R)**

The course continues from the topics covered in the first semester. Topics such as word structures, sentence knowledge, verbal composition information, written composition information, expression errors, and rhetoric will be discussed.

AT102 - Ottoman History-II (R)

This course will continue from the first term. The content includes Atatürk's principles and reforms, the causes leading to the collapse of the Ottoman Empire, efforts and movements to save the state, World War I, fronts, the Mondros Armistice, and the National Forces movement.

YDİ108 - English-II (R)

The aim is to provide students with basic grammar and speaking skills in English. The goal is to achieve an intermediate level of language learning. The course will cover topics such as subjects, pronouns, nouns and plural forms, demonstrative adjectives and adverbs, present tense and affirmative-negative-question structures, conjunctions, and demonstrative pronouns, with examples.

HİT114 - Social Psychology (R)

The general aim of this course is to introduce social psychology within the framework of scientific methods and techniques, and to ensure the understanding of the processes occurring within individuals and among individuals. The course will address the effects of groups on individual behavior, the sources of prejudice, the effects of social norms on behavior, how mass communication affects behavior, and the effects of crowds on human behavior.

H1T112 - Graphic Design (R)

The content of this course introduces communication students to some software used in the communication industry. Furthermore, computer-aided design techniques will be taught using these software applications. The course will cover graphic design with Adobe Photoshop and layout techniques with PageMaker.

H1T102 - History of Communication (R)

The course examines the development of communication tools that humans have developed from the time they began to need to communicate until today. Topics include pre-writing communication forms, the invention and development of writing, news letters, printing and its implications, the formation of newspapers and their implications, the 19th century and technological inventions, the formation and development of radio, the formation and development of television, and the formation and development of the internet.

H1T110 - Introduction to Advertising (R)

The functions of advertising, its economic, legal, social, and ethical dimensions, the areas of expertise involved in advertising, and the professional organization of advertising, market segmentation, and target audience, from marketing strategy to advertising strategy, image and message strategy, media strategy, creative process to application, types of advertising, local advertising, public relations and advertising, social campaigns/non-commercial advertising.

H1T104 - Communication Law and Ethics (R)

This course examines legal and ethical regulations in the field of communication from a general perspective, emphasizing the importance of professional oversight and self-regulation, professional ethical codes, and the concepts of right to reply and correction.

H1T106 - Introduction to Political Science (R)

This course provides basic information related to political science. Topics include power, authority, legitimacy, sovereignty, nation, and state, as well as political thoughts, political institutions, and political systems in a descriptive and comparative framework.

2nd Grade Fall Semester (3rd Term)**H1T201 - Interpersonal Communication (R)**

This course aims to help students learn interpersonal communication skills to establish healthy communication in both their professional and daily lives, thereby improving their quality of life. The course covers the effect of communication on quality of life, definitions and types of communication, basic communication assumptions, communication barriers, verbal communication, the importance of language in communication, self-awareness, perception, attitude, personality states, communication and childhood stages, upbringing style, non-verbal communication, body language features, causes of communication conflicts, solutions, the importance of empathy in communication, characteristics, defensive communication, communication and stress, persuasive communication, problem-solving in communication, and interpersonal communication in business life.

H1T207 - Basic Photography (R)

Technical photography knowledge (light, color, film, camera, etc.) will be explained multidimensionally, and students will be shown examples that will provide an artistic perspective, and the various uses of photography and types of photography will be taught practically.

HİT209 - Advertising Copywriting (R)

This course explains the fundamental philosophy of creating advertising texts. The path to reaching the target audience significantly lies in the advertisement text. In this frame, as a preparatory phase for the advertising course, students will be taught advertising copywriting techniques and will be provided with practical exercises. After the necessary theoretical information, practical work on copywriting for print media will be performed. The structural features of advertisement texts, persuasive models in copywriting, elements of advertisement texts, headings in advertisement texts, introductions, development, closures, the advertiser's name, slogan, logo, address, recommendations for successful advertisement copywriting, examples and applications of heading writing in advertisement texts, approaches to advertisement copywriting, and narrative forms in advertisement copywriting will be discussed.

HİT203 - Communication Theories-I (R)

The aim of the course is to help students acquire the necessary knowledge about the theories, concepts, and models developed in the field of communication thus far. The first communication models: linear models and their emergence processes, other models related to the cultural and social functions of mass communication: Maletzke model, Newcomb model, Gerbner model, diffusion theory, uses and gratifications approach, dependency model and information gap hypothesis, spiral of silence theory, and agenda-setting model will be covered in the course.

HİT205 - Corporate Communication (R)

The purpose and function of corporate communication, the concept of corporate brand and communication, organizational communication, management communication, and marketing communication concepts will be addressed. The content includes corporate identity, corporate culture, corporate image, strategic management and planning in corporate communication, corporate advertising and public relations, components of marketing, social responsibility and ethical dimension of corporate communication, determining corporate goals, and explaining the concepts of vision and mission.

HİT211 - Public Relations in Public and Private Sectors (E)

This course expresses the functioning, role, and importance of the public relations discipline in public and private organizations both theoretically and practically. The role and importance of public relations in public and private organizations, unique problems of public relations in public and private sectors, implementation of public relations, deficiencies and results of public relations in practice form the main topics of the course.

HİT221 - Professional Foreign Language-I (E)

Verbal and non-verbal communication, mass communication and texts, language and communication, reading and understanding discourse and media texts.

HİT213 - Constitution (E)

The course discusses the concept of constitutional law, the formation of country constitutions within the framework of universal human rights, constitutional rights, and citizenship, and constitutions in relation to international law.

HİT215 - Turkish Political History (E)

This course covers the historical narrative of political regimes and thinkers from Ancient Greek political philosophy to modern and postmodern political regimes. It aims to help students understand today's context and project into the future regarding significant developments and turning points in political thought.

HİT217 - Communication Psychology (E)

This course includes basic information about communication psychology and topics related to communication efforts for individuals, society, and institutions. The importance and effects of human psychology in the communication process will be specifically addressed. The course will discuss how the psychology of individuals and societies can be understood, successful persuasion methods and processes, the role of language, culture, media, and the content of messages will also be examined. Analyzes related to communication psychology will be conducted with examples.

HİT219 - Media Literacy (E)

The importance of media literacy, the process of media literacy in the world and Turkey, the communication process, elements, and communication, mass communication tools, the relationship between communication and mass communication, media functions, economic dimensions, television, television broadcasting in Turkey, types of television programs, family, children and television (TV watching habits), negative effects of television, TV program analyses, stimuli symbols, radio, its functions, types and analyses of radio programs, newspapers and magazines, basic concepts, the importance of news and photography in newspapers, newspaper preparation practices, types of magazines, media, ethics, and legislation.

2nd Grade Spring Semester (4th Term)**HİT202 - Communication Sociology (R)**

This course aims to define the concepts of communication, society, and culture, and to build a foundation for students by discussing verbal communication, the invention of writing, and the invention of printing, focusing on the sociological aspects and effects of mass communication tools, the international information order, and its consequences.

HİT204 - Marketing (R)

This course defines the concept of marketing and examines its development process, marketing objectives, and marketing management. It also discusses the marketing mix elements, which are considered the 4 Ps of marketing: product, price, distribution, and promotion efforts, as well as globalization, global competition, and new approaches in marketing with examples. Additionally, the place of public relations and advertising within integrated marketing communication will be highlighted.

HİT206 - Communication Theories-II (R)

In the second semester of this two-term course, the basic views of critical theories will be examined. The aim is to provide students with essential knowledge about communication theories that will prepare them for their other courses and explain different approaches to communication.

HİT208 - Corporate Identity and Brand Management (R)

The concept of corporate identity, corporate identity strategy, its effects, and the creation of corporate identity; elements of corporate identity; the concept of corporate communication and branding; brand strategy and brand creation; brand promotion; the connection between brand and corporate image: image transfer and its purposes will form the content of this course.

HİT210 - Written Communication in Public Relations (R)

The fundamental processes and characteristics of written language, text types, writing rules and punctuation, expression errors, and examples of text analyses.

HİT212 - Public Relations in Health Institutions (E)

The aim is to analyze the importance of public relations in health institutions.

HİT222 - Professional Foreign Language-II (E)

To teach basic professional knowledge to students of the Public Relations Department, summary extraction from paragraphs, writing academic articles, and addressing the fundamental achievements related to the department.

HİT214 - Advertising Photography (E)

This course covers advertising photography technologies and equipment, visual communication codes, and the composition of features in photography.

HİT216 - Human Rights and Democracy (E)

The primary goal of this course is to provide students with knowledge about the historical evolution of the concept of democracy, the development of democratic theories since Ancient Greece, and the stages of the democratization process in Turkey, enabling them to discuss fundamental issues related to democratization.

HİT218 - Media and Culture (E)

The course covers the concepts of communication, its process and elements, media and media-related concepts, society, sociology, and culture, and media and culture in the new world order.

HİT220 - Volunteering Studies (E)

The fundamental aim of the course is to strengthen the ties between the university and society using the knowledge, skills, and experiences gained by students during their educational experience; to raise sensitivity about various issues such as migration, disasters, people with disabilities, and disadvantaged groups; to develop human, social, cultural, and moral values and skills through volunteering activities they will participate in and conduct; and thus increase visibility and awareness about social issues.

3rd Grade Fall Semester (5th Term)**HİT301 - Political Communication (R)**

The aim is to introduce students to the field of political communication, provide information about voter behavior, and create the necessary theoretical background for conducting political campaign work.

HİT305 - History of Public Relations (R)

This course will explain the historical development of public relations practices. Examples from the past to the present of public relations efforts in the world and Turkey will be presented. The objective of the course is to provide insight into the development process of public relations and to give students a historical perspective.

HİT307 - Research Methods in Social Sciences (R)

The research process constitutes the foundation of all social sciences. It is crucial to create a research question, define the correct methodological steps, and possess the competence to collect data and present it in a report. Particularly in the context of graduation projects, the knowledge gained in this course will help students avoid methodological errors.

HİT321 - Public Relations Practices-I (R)

The purpose of this course is to prepare students to deal with various public relations issues/opportunities beyond a planned effort. This course includes the principles of public relations, applying them to various situations, developing strategic public relations plans related to real-world opportunities and problems, and applying the ethical decision-making process to various case studies.

HİT309 - Integrated Marketing Communication (E)

As a field of study that is evolving and not yet complete, marketing presents innovations based on human needs and their satisfaction. Consequently, the process that began with classical marketing is now emerging under the principle of a single voice-single message in integrated marketing communication, aiming to create customer satisfaction and brand value. In this context, the purpose of the course is to provide students with the necessary information about the functioning and applications of integrated marketing communication.

HİT311 - Strategic Public Relations Management (E)

This course encompasses the concepts of vision, mission, and strategy, the strategic management process, situation analysis phase, determining and developing strategies, strategic analysis in public relations, analysis of organization, financial structure, human resources, and marketing factors, analysis of economic, technological, political, socio-cultural environments and competition, analysis of natural environmental factors, SWOT, PESTCOM, and PEST analyses, campaign strategy in public relations, communication strategy, areas of application of public relations, risk management, and event management.

HİT313 - International Public Relations (E)

Public relations practices and concepts are developed in an international context.

HİT315 - Customer Relationship Management (E)

Globalization, global competition, the concept of customer relationship management, the transition process to customer relationship management, the customer relationship management process, customer satisfaction, customer loyalty, measurement of customer satisfaction, the role of public relations in the transition process to customer relationship management, and the role of public relations in the customer relationship management process.

HİT317 - Hosting and Diction (E)

Practical studies will be conducted on the correct pronunciation of Turkish. The diction course will cover sounds and their origins in our written language, emphasis, intonation, speech speed, volume, voice modulation, vowel lengths, pauses, melody, tone, etc. It aims to provide information related to the correct and beautiful use of language in verbal communication, focusing on the necessary self-expression and organizational skills to effectively use body, voice, and image in media environments and achieve work objectives.

HİT319 - Total Quality Management in Communication (E)

The communication process, its fundamental characteristics, factors supporting effective communication, elements that limit and hinder communication quality, the definition and content of total quality management, the transition from quality understanding in organizational communication to total quality management, and the basic stages of implementing total quality management in communication will be covered.

3rd Year Spring Semester (6th Term)**HİT324 - Intercultural Communication (R)**

Intercultural Communication examines various communication processes and understandings in different cultures. One of the interaction patterns of each culture is communication. Cultures express their differences through various communication processes and channels. The fundamental issue of this course is how, why, and in which contexts this process occurs. Various theories in the field of intercultural communication are introduced, followed by discussions on various interaction patterns from a cultural perspective within the communication context.

HİT302 - Public Opinion Research (R)

What is public opinion, and how is it formed? The investigation of the opinions that become evident in public opinion and their reflection in the media, opinion leaders, two-step flow, the interpretation of public opinion as the fourth estate, the difference between elections and public opinion research, and the rules to be followed in announcing the results of public opinion research in the media constitute the content of this course.

HİT306 - Advertising and Promotion Campaigns (R)

This course covers topics such as the organizational structure in advertising agencies, the process of creating advertising campaigns, creativity motivations, and measurement of effectiveness. It includes the depiction of the campaign creation process, the importance of advertising and brand alignment, and the support for establishing a connection between message strategy and target audience. The aim of the course is to ensure that students learn the elements and characteristics they should possess in advertising and promotion campaigns.

HİT322 - Public Relations Applications-II (R)

This course serves as a continuation of Public Relations Applications I in Turkey. Its main purpose is to create a framework for how public relations applications are realized through various case studies. This course builds on the general perspective created regarding public relations applications in public and private sector organizations from the first term. In this context, students discuss public relations applications in light of the presented case studies.

HİT308 - Political Public Relations (E)

The aim is to provide descriptive-level knowledge about public relations in politics. It covers the subject, scope, roles, effects, and characteristics of political communication systems within the framework of system analysis, as well as the functions of public relations in the media and political communication processes, including media management, image management, political marketing, internal public relations, and information management.

HİT318 - Crisis Management in Public Relations (E)

This course provides fundamental concepts and tools regarding what a crisis is and how it arises, examining how an action plan can be created during a crisis as a system.

HIT314 - Media Planning (E)

It includes advertising and media types, the concept of media planning, media planning agencies, the relationship between marketing, advertising, and media planning, media planning stages, basic measurement techniques, and sector research.

HIT310 - Media and Consumer Sociology (E)

The relationship between consumption and media will be examined from a theoretical framework.

HIT316 - Communication Research and Applications (E)

Basic concepts, the concept and importance of research; Positivism and Post-positivism; quantitative research methods and techniques; qualitative research methods and techniques; advertising research; public relations research and measurements.

HIT320 - Semiotics (E)

Semiotics comprises topics such as language, narrative, meaning, and visuality.

4th Year Fall Semester (7th Term)**HIT401 - Theoretical Approaches in Public Relations (R)**

This course conducts a comparative analysis of public relations understanding derived from mainstream communication studies and critical tradition.

HIT405 - Digital Public Relations (R)

The technological developments in the internet and virtual environment are examined. Public relations practices conducted in the internet and virtual environment are explored, including how relationships with social stakeholders are managed and the establishment of reputation and crisis communication in the virtual environment.

HIT421 - Globalization and Communication (R)

The content of the course includes: the meaning and historical development of globalization; globalization in the context of human rights, poverty, democracy, and security; the political economy of globalization; the globalization of daily life, multinational entertainment and cultural industries, multinational communication companies, the impact of globalization on wars and conflicts; global campaigns for local issues; globalization in the world of communication; virtual communication technologies and global distributions; theories regarding global information flow; global communication networks and discussion communities as a public sphere; critical citizenship in the context of globalization; general evaluations and trends regarding the future.

HIT407 - Political Campaign Management (R)

This course aims to provide fundamental information about the historical development, types, and important actors of political campaigns, as well as to highlight the differences between modern and post-modern election campaigns.

HIT409 - Internet Advertising (E)

This course will explore concepts and practices related to internet advertising.

HIT411 - Social Media Management (E)

This course focuses on learning internet-based interactive communication practices covering social networks and blogs and gaining experience in application areas.

HIT413 - Environment, Health, and Communication (E)

This course aims to enhance students' perspectives on environmental issues and improve their news reporting skills by highlighting the differences between current applications of journalism related to environmental issues and their ideal forms and contents. Environmental issues will be discussed, their classification will be made, and news reporting problems will be examined. Presentation techniques and forms of environmental news will be emphasized. The current stance of the Turkish press on environmental issues will be discussed, along with causes and consequences.

HIT415 - Television Journalism (E)

This course shows all the stages that a written and visual text must go through to be presented as news.

HIT417 - Advertising Analyses (E)

This course includes discussions and analytical examinations of the definition, purpose, and types of advertising as a form of communication, the research process in advertising, the creation of creative ideas, and examples of published advertisements such as television ads, newspaper and magazine ads, and outdoor promotional materials.

HIT419 - Digital Culture, Society, and Communication (E)

This course focuses on understanding how cultural and social aspects have transformed due to the rapid development and widespread usage of the Internet and digital communication technologies over the past few decades. This transformation includes communication practices at individual, organizational, and societal levels, as well as traditional journalism practices directly related to the diploma program. Digital culture has radically transformed the medium, ownership structures, content, and relationship with the audience in journalistic practices. This course will detail the transformations caused by digital culture in social and communicative practices.

4th Year Spring Semester (8th Term)**HIT402 - Persuasive Communication (R)**

This course emphasizes the power and importance of persuasion in communication processes used in daily life and specific areas, highlighting personal elements in persuasion and the role of media in this process. Therefore, this persuasive communication course expresses how the process of persuasion works and its significance. Topics include the dimensions of persuasion starting from Aristotle, consistency theories in persuasion, mass communication tools and persuasion, persuasive campaigns, and the importance of persuasion in reaching target audiences, among others.

HIT404 - Human Resources Management (R)

Human resources management is a function closely related to individuals, organizations, and societies. The productivity and happiness of individuals in organizations can largely be attributed to the successful functioning of human resources management. This course covers general principles in contemporary personnel management, human resource planning and recruitment, in-service training, performance management, personnel evaluation, wage and reward management, and the trade union rights of employees.

HIT422 - Image Management (R)

The general aim of this course is to provide students with information related to corporate identity and image. The content includes corporate identity structures, the formation of corporate identity and its effective factors, the interaction between corporate identity and corporate image, how corporate image is formed, the factors influencing its formation, and tools for image creation.

HIT408 - Consumer Behavior (R)

The course includes concepts such as needs, customers, consumers, and consumption, the concept of consumer behavior and marketing, the importance of consumer behavior in marketing and sales, the consumer decision-making process, models of consumer behavior, and the relationships between needs, motivations, impulses, perception, learning, attitudes, personality, lifestyle, culture, subculture, social classes, family, reference groups, and customer purchasing characteristics in organizational markets.

HIT410 - Art and Communication (E)

This course involves students questioning art management projects through various media applications and developing their own projects.

HIT412 - Perception Management (E)

With a contemporary reinterpretation of public relations, the strategic management of relationships with target audiences and the establishment of positive perceptions have become increasingly prominent in recent years. The current approach to public relations focuses on establishing mutually beneficial, trustworthy, understanding, tolerant, and goodwill-based relationships with target audiences, emphasizing how successful relationships can contribute to positive perceptions of organizations. In today's highly competitive environment, the positioning of organizations in the minds of target audiences as different from their competitors and gaining their support and approval is more important than ever. The successful achievement of organizational objectives is directly related to the perceptions of target audiences and how these perceptions are managed. The importance of developing positive relationships between organizations and target audiences will be discussed, along with the theoretical foundations and characteristics of perception management.

HIT414 - Entrepreneurship (E)

This course covers how the innovation process works, innovation management and organization in existing firms, and the creation of entrepreneurial companies.

HIT416 - Innovation and Creativity (E)

The aim is to examine the concepts of creativity and innovation together and explain the importance of innovation from the perspective of firms and entrepreneurs.

HIT418 - Public Relations and Ethics (E)

This course aims to provide descriptive-level knowledge about ethics and morality concepts. Students will learn about ethical approaches in the decision-making phase and understand the ethical dimension of communication, the applications and limitations, and particularly be informed about the current ethical situation and rules in public relations.

HIT420 - Current Issues in Media (E)

This course discusses contemporary issues faced in television broadcasting and production, examining them with examples. Problems encountered by mass communication organizations and those imposed on society by mass communication tools are explored in detail. The reflections of modern/post-modern social conditions on television content are particularly analyzed. Current issues are addressed and discussed through various examples.