Department of Public Relations & Publicity Course List

SEMESTER I					
Course Code	**Course Title**	**T**	**P**	**C**	**ECTS**
YDİ107	English-I	2	0	2	2
TRD109	Turkish Language -I	2	0	2	2
AİT101	Ataturk's Principles and Revolution History -I	2	0	2	2
ENF 101	Basic Information Technologies	2	1	3	4
HİT109	Sociology	2	0	2	4
HİT105	Turkey's Management Structure	2	0	2	4
HİT111	Basic Concepts of Law	2	0	2	4
HİT107	Introduction to Communication Science	2	0	2	4
HİT103	Introduction to Public Relations	2	0	2	4
	Total			***19***	***30***

SEMESTER II					
Course Code	**Course Title**	**T**	**P**	**C**	**ECTS**
YDİ108	English-II	2	0	2	2
TRD110	Turkish Language-II	2	0	2	2
AİT102	Ataturk's Principles and Revolution History-II	2	0	2	2
HİT114	Social Psychology	2	0	2	4
HİT112	Graphic Design	2	1	3	4
HİT102	Communication History	2	0	2	4
HİT110	Introduction to Advertising	2	0	2	4
HİT104	Communication Law and Ethics	2	0	2	4
HİT106	Introduction to Political Science	2	0	2	4
	Total			***19***	***30***

SEMESTER III					
Course Code	**Course Title**	**T**	**P**	**C**	**ECTS**
HİT201	Interpersonal Communication	3	0	3	4
HİT207	Basic Photography	2	1	3	4
HİT209	Advertising Copywriting	2	1	3	4
HİT203	Communication Theories–I	3	0	3	4
HİT205	Corporate Communications	3	0	3	4
	(2 Elective Couse is 4 Credits)			4	10
	Total			**19**	**30**
	Elective Courses				
HİT211	Public Relations in Public and Private Sectors	2	0	2	*5*
HİT213	Constitution	2	0	2	*5*
HİT215	Turkish Political History	2	0	2	*5*
HİT217	Communication Psychology	2	0	2	*5*
HİT219	Media Literacy	2	0	2	*5*
HİT221	Professional Foreign Language-I	2	0	2	*5*

SEMESTER IV					
Course Code	**Course Title**	**T**	**P**	**C**	**ECTS**
HİT202	Sociology of Communication	3	0	3	4
HİT204	Marketing	3	0	3	4
HİT206	Communication Theories-II	3	0	3	5
HİT208	Corporate Identity and Brand Management	3	0	3	4
HİT210	Written Expression in Public Relations	2	1	3	5
	(2 Elective Couse is 4 Credits)			4	8
	Total			**19**	**30**
	Elective Courses				
HİT212	Public Relations in Healthcare Organizations	2	0	2	*4*
HİT222	Professional Foreign Language-II	2	0	2	*4*
HİT214	Advertising Photography	2	0	2	*4*
HİT216	Human Rights and Democracy	2	0	2	*4*
HİT218	Media and Culture	2	0	2	*4*
HİT220	Volunteering Activities	2	0	2	*4*

SEMESTER V					
Course Code	**Course Title**	**T**	**P**	**C**	**ECTS**
HİT301	Political Communication	3	0	3	5
HİT307	Research Methods in Social Sciences	3	0	3	5
HİT305	History of Public Relations	3	0	3	5
HİT321	Public Relations Practices- I	2	1	3	5
	(2 Elective Couse is 4 Credits)			4	10
	Total			*16*	*30*
	Elective Courses				
HİT309	Integrated Marketing Communications	2	0	2	*5*
HİT311	Strategic Public Relations Management	2	0	2	*5*
HİT313	International Public Relations	2	0	2	*5*
HİT315	Customer Relationship Management	2	0	2	*5*
HİT317	Presenting and Diction	2	0	2	*5*
HİT319	Total Quality Management in Communication	2	0	2	*5*

SEMESTER VI					
Course Code	**Course Title**	**T**	**P**	**C**	**ECTS**
HİT324	Intercultural Communication	3	0	3	5
HİT302	Public Opinion Polls	3	0	3	5
HİT306	Advertising and Promotion Campaigns	3	0	3	5
HİT322	Public Relations Practices-II	2	1	3	5
	(2 Elective Couse is 4 Credits)			4	10
	Total			*16*	*30*
	Elective Courses				
HİT308	Political Public Relations	2	0	2	*5*
HİT318	Crisis Management in Public Relations	2	0	2	*5*
HİT314	Media Planning	2	0	2	*5*
HİT310	Sociology of Media and Consumption	2	0	2	*5*
HİT316	Communication Research and Applications	2	0	2	*5*
HİT320	Semiology	2	0	2	*5*

SEMESTER VII					
Course Code	**Course Title**	**T**	**P**	**C**	**ECTS**
HİT401	Theoretical Approaches in Public Relations	3	0	3	5
HİT405	Digital Public Relations	3	0	3	5
HİT421	Globalization and Communication	3	0	3	5
HİT407	Political Campaign Management	3	0	3	5
	(2 Elective Couse is 4 Credits)			4	10
	Total			**16**	**30**
	Elective Courses				
HİT409	Internet Advertising	2	0	2	**5**
HİT411	Social Media Management	2	0	2	**5**
HİT413	Environment, Health and Communication	2	0	2	**5**
HİT415	Television Journalism	2	0	2	**5**
HİT417	Advertising Analysis	2	0	2	**5**
HİT419	Digital Culture, Society and Communication	2	0	2	**5**

SEMESTER VIII					
Course Code	**Course Title**	**T**	**P**	**C**	**ECTS**
HİT402	Persuasive Communication	3	0	3	5
HİT404	Human Resources Management	3	0	3	5
HİT422	Image Management	3	0	3	5
HİT408	Consumer Behavior	3	0	3	5
	(2 Elective Couse is 4 Credits)			4	10
	Total			**16**	**30**
	Total credits and ECTS taken in 8 terms			**140**	**240**
	Elective Courses				
HİT410	Art and Communication	2	0	2	**5**
HİT412	Perception Management	2	0	2	**5**
HİT414	Entrepreneurship	2	0	2	**5**
HİT416	Innovation and Innovativeness	2	0	2	**5**
HİT418	Public Relations and Ethics	2	0	2	**5**
HİT420	Current Issues of Media	2	0	2	**5**