

Uskudar University
Faculty of Communication
Public Relations

1. YEAR

Fall (1st Term)

Spring (2nd Term)

| Kod | Ders Adı | T | U | K | AKTS | Kod | Ders Adı | T | U | K | AKTS |
|---------------------|---|-----------|----------|-----------|-----------|---------------------|--|-----------|----------|-----------|-----------|
| İLET101 | Introduction to Communication | 3 | 0 | 3 | 3 | HİL102 | Introduction to Public Relations | 3 | 0 | 3 | 3 |
| İLET103 | History of Civilization | 2 | 0 | 2 | 2 | İLET102 | Administrative Law | 2 | 0 | 2 | 2 |
| İLET105 | Introduction to Political Sciences | 3 | 0 | 3 | 5 | İLET104 | Introduction to Sociology | 3 | 0 | 3 | 5 |
| İLET109 | General Law Knowledge | 3 | 0 | 3 | 5 | İLET106 | Introduction to Economics | 3 | 0 | 3 | 5 |
| RPSI109 | Positive Psychology and Communication Skills | 3 | 0 | 3 | 5 | İLET108 | Introduction to Philosophy | 3 | 0 | 3 | 5 |
| İNG101 | Basic English I | 3 | 0 | 3 | 3 | İNG102 | Basic English II | 3 | 0 | 3 | 3 |
| TURK101 | Turkish Language and Literature I | 2 | 0 | 2 | 3 | TURK102 | Turkish Language and Literature II | 2 | 0 | 2 | 3 |
| ATA101 | Principles of Atatürk and History of Revolution I | 2 | 0 | 2 | 3 | ATA102 | Principles of Atatürk and History of Revolution II | 2 | 0 | 2 | 3 |
| RKUL101 | University Culture I | 0 | 2 | 1 | 1 | RKUL102 | University Culture II | 0 | 2 | 1 | 1 |
| Total Credit | | 21 | 2 | 22 | 30 | Total Credit | | 21 | 2 | 22 | 30 |

2. YEAR

Fall (3rd Term)

Spring (4th Term)

| Kod | Ders Adı | T | U | K | AKTS | Kod | Ders Adı | T | U | K | AKTS |
|---------------------|---|-----------|----------|-----------|-----------|---------------------|--------------------------------------|-----------|----------|-----------|-----------|
| RTİ203 | Marketing Communication | 3 | 0 | 3 | 4 | HİL206 | Public Relations and Social Media | 3 | 0 | 3 | 5 |
| İLET211 | Basic Photography | 2 | 2 | 3 | 4 | RTİ204 | Brand Design and Management | 3 | 0 | 3 | 5 |
| İLET201 | Research Methods in Social Sciences | 3 | 0 | 3 | 4 | İLET202 | Turkish Media History | 3 | 0 | 3 | 5 |
| İLET203 | Communications Law | 3 | 0 | 3 | 4 | İLET204 | Political Communication | 3 | 0 | 3 | 5 |
| İLET205 | History of Communication | 3 | 0 | 3 | 4 | HİL210 | Public Relations and Advertising | 3 | 0 | 3 | 4 |
| İLET213 | Professional English I | 2 | 2 | 3 | 4 | İLET214 | Professional English II | 1 | 2 | 2 | 3 |
| İLET209 | Social Psychology | 3 | 0 | 3 | 4 | RPRG104 | Entrepreneurship and Project Culture | 2 | 0 | 2 | 3 |
| HİL205 | Effective Communication and Presentation Techniques | 2 | 0 | 2 | 2 | Total Credit | | 17 | 4 | 19 | 30 |
| Total Credit | | 18 | 4 | 23 | 30 | | | | | | |

3. YEAR

Fall (5th Term)

Spring (6th Term)

| Kod | Ders Adı | T | U | K | AKTS | Kod | Ders Adı | T | U | K | AKTS |
|---------------------|------------------------------|-----------|----------|-----------|-----------|---------------------|-------------------------------|-----------|----------|-----------|-----------|
| HİL303 | Public Relations Campaigns I | 1 | 4 | 3 | 7 | HİL304 | Public Relations Campaigns II | 1 | 4 | 3 | 7 |
| İLET303 | Theories of Communication | 4 | 0 | 4 | 7 | İLET304 | Political Economy of Media | 4 | 0 | 4 | 7 |
| XXXXXX | Seçmeli | 3 | 0 | 3 | 4 | XXXXXX | Seçmeli | 3 | 0 | 3 | 4 |
| XXXXXX | Seçmeli | 3 | 0 | 3 | 4 | XXXXXX | Seçmeli | 3 | 0 | 3 | 4 |
| XXXXXX | Seçmeli | 3 | 0 | 3 | 4 | XXXXXX | Seçmeli | 3 | 0 | 3 | 4 |
| XXXXXX | Seçmeli | 3 | 0 | 3 | 4 | XXXXXX | Seçmeli | 3 | 0 | 3 | 4 |
| Total Credit | | 17 | 4 | 19 | 30 | Total Credit | | 17 | 4 | 19 | 30 |

| 4. YEAR | | | | | | | | | | | | | |
|-----------------------------|--|-----------|----------|-----------|-----------|-------------------------------|--|---|---|-----------|-----------|-----------|-----------|
| Fall (7 th Term) | | | | | | Spring (8 th Term) | | | | | | | |
| Kod | Ders Adı | T | U | K | AKTS | Kod | Ders Adı | T | U | K | AKTS | | |
| HİL401 | Graduation Thesis – I | 3 | 6 | 6 | 10 | HİL402 | Graduation Thesis – II | 3 | 6 | 6 | 9 | | |
| İLET401 | Communication and Ethics | 3 | 0 | 3 | 4 | HİL404 | Internship | 0 | 8 | 4 | 8 | | |
| XXXXXX | Seçmeli | 3 | 0 | 3 | 4 | XXXXXX | Seçmeli | 3 | 0 | 3 | 4 | | |
| XXXXXX | Seçmeli | 3 | 0 | 3 | 4 | XXXXXX | Seçmeli | 3 | 0 | 3 | 4 | | |
| XXXXXX | Seçmeli | 3 | 0 | 3 | 4 | XXXXXX | Seçmeli | 3 | 0 | 3 | 4 | | |
| XXXXXX | Seçmeli | 3 | 0 | 3 | 4 | Total Credit | | | | 11 | 16 | 19 | 30 |
| Total Credit | | 17 | 8 | 21 | 30 | | | | | | | | |
| ELECTIVES | | | | | | | | | | | | | |
| Kod | Ders Adı | T | U | K | AKTS | Kod | Ders Adı | T | U | K | AKTS | | |
| HİL351 | Strategic Public Relations | 3 | 0 | 3 | 4 | HİL451 | Crisis Management | 3 | 0 | 3 | 4 | | |
| HİL352 | New Media and Public Relations | 3 | 0 | 3 | 4 | HİL452 | Lobbying | 3 | 0 | 3 | 4 | | |
| HİL353 | Public Relations and Political Campaigns | 3 | 0 | 3 | 4 | HİL453 | Visuality in Public Relations | 3 | 0 | 3 | 4 | | |
| HİL354 | Event Management | 3 | 0 | 3 | 4 | HİL454 | Public Opinion | 3 | 0 | 3 | 4 | | |
| HİL355 | Public Relations Theories | 3 | 0 | 3 | 4 | HİL455 | Critical Approaches to Public Relations | 3 | 0 | 3 | 4 | | |
| HİL356 | Motivation Techniques | 3 | 0 | 3 | 4 | HİL456 | Image Management | 3 | 0 | 3 | 4 | | |
| HİL 357 | Public Relations and Marketing | 3 | 0 | 3 | 4 | HİL457 | Graphic Design Practices | 3 | 0 | 3 | 4 | | |
| HİL358 | Design in Public Relations | 3 | 0 | 3 | 4 | HİL458 | Public Relations and Local Government Administration | 3 | 0 | 3 | 4 | | |
| HİL359 | Public Opinion Researches | 3 | 0 | 3 | 4 | HİL459 | Public Administration and Public Relations | 3 | 0 | 3 | 4 | | |
| HİL360 | Corporate Communication | 3 | 0 | 3 | 4 | HİL460 | Types of Public Relations | 3 | 0 | 3 | 4 | | |
| HİL361 | Digital Public Relations Strategies | 3 | 0 | 3 | 4 | HİL461 | International Public Relations | 3 | 0 | 3 | 4 | | |
| HİL362 | Creative Strategies in Public Relations | 3 | 0 | 3 | 4 | HİL462 | Public Relations in Private Sector | 3 | 0 | 3 | 4 | | |
| HİL363 | History of Public Relations | 3 | 0 | 3 | 4 | HİL463 | Propaganda | 3 | 0 | 3 | 4 | | |
| HİL364 | History of Public Relations in Turkey | 3 | 0 | 3 | 4 | HİL464 | Public Relations Economics | 3 | 0 | 3 | 4 | | |
| HİL365 | New Approaches in Public Relations | 3 | 0 | 3 | 4 | HİL465 | Human Resources Management | 3 | 0 | 3 | 4 | | |
| HİL366 | Public Relations in Public | 3 | 0 | 3 | 4 | HİL466 | Public Relations and Ethics | 3 | 0 | 3 | 4 | | |
| HİL367 | Presentation Techniques | 3 | 0 | 3 | 4 | HİL467 | Workshop | 3 | 0 | 3 | 4 | | |
| HİL368 | Organizational Psychology | 3 | 0 | 3 | 4 | HİL 468 | Organizational Culture | 3 | 0 | 3 | 4 | | |
| HİL369 | Public Relations and Publicity | 3 | 0 | 3 | 4 | HİL 469 | Health Communication | 3 | 0 | 3 | 4 | | |
| HİL 370 | Reputation Management | 3 | 0 | 3 | 4 | HİL470 | Public Relations Writing | 3 | 0 | 3 | 4 | | |
| | | | | | | | | | | | | | |
| İSP121 | Spanish I | 3 | 0 | 3 | 3 | İSP122 | Spanish II | 3 | 0 | 3 | 3 | | |
| ARA121 | Arabic I | 3 | 0 | 3 | 3 | ARA122 | Arabic II | 3 | 0 | 3 | 3 | | |
| ÇİN121 | Chinese I | 3 | 0 | 3 | 3 | ÇİN122 | Chinese II | 3 | 0 | 3 | 3 | | |
| RUS121 | Russian I | 3 | 0 | 3 | 3 | RUS122 | Russian II | 3 | 0 | 3 | 3 | | |

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|-------------------------------------|-----|
| Total Credit for Graduation* | 164 |
| ETCS Credits | 240 |
| Electives Courses ETCS | 60 |