

Uskudar University
Faculty of Communication
Advertising Design and Communication

1. YEAR

Fall (1 st Term)						Spring (2 nd Term)					
Kod	Ders Adı	T	U	K	AKTS	Kod	Ders Adı	T	U	K	AKTS
İLET101	Introduction to Communication	3	0	3	3	RTİ102	Introduction to Advertising	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
RPSİ109	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 (3 rd Term)						Spring (4 th Term)					
Kod	Ders Adı	T	U	K	AKTS	Kod	Ders Adı	T	U	K	AKTS
İLET201	Research Methods in Social Sciences	3	0	3	4	İLET202	Turkish Media History	3	0	3	5
İLET203	Communication Law	3	0	3	4	RTİ202	Advertising Design and Management	2	2	3	5
RTİ 203	Marketing Communication	3	0	3	4	İLET204	Political Communication	3	0	3	5
İLET205	History of Communication	3	0	3	4	RTİ204	Brand Design and Management	2	2	3	5
İLET213	Professional English I	2	2	3	4	İLET206	Photography	2	2	3	4
RTİ205	Copywriting	3	0	3	4	RPRG104	Entrepreneurship and Project Culture	2	0	2	3
İLET209	Social Psychology	3	0	3	4	İLET214	Professional English II	1	2	2	3
RTİ 207	Advertising Design	1	2	2	2						
Total Credit		21	4	23	30	Total Credit		15	8	19	30

3. YEAR

Fall (5 th Term)						Spring (6 th Term)					
Kod	Ders Adı	T	U	K	AKTS	Kod	Ders Adı	T	U	K	AKTS
İLET303	Theories of Communication	4	0	4	7	İLET304	Political Economy of Media	4	0	4	7
RTİ303	Creativity in Advertising I	2	2	3	7	RTİ304	Creativity in Advertising II	2	2	3	7
XXXXXX	Elective	3	0	3	4	XXXXXX	Elective	3	0	3	4
XXXXXX	Elective	3	0	3	4	XXXXXX	Elective	3	0	3	4
XXXXXX	Elective	3	0	3	4	XXXXXX	Elective	3	0	3	4
XXXXXX	Elective	3	0	3	4	XXXXXX	Elective	3	0	3	4
Total Credit		18	2	19	30	Total Credit		18	2	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
RTİ401	Graduation Thesis – I	3	6	6	10	RTİ402	Graduation Thesis – II	3	6	6	10
İLET401	Communication and Ethics	3	0	3	4	RTİ404	INTERNSHIP	0	8	4	8
XXXXXX	Elective	3	0	3	4	XXXXXX	Elective	3	0	3	4
XXXXXX	Elective	3	0	3	4	XXXXXX	Elective	3	0	3	4
XXXXXX	Elective	3	0	3	4	XXXXXX	Elective	3	0	3	4
XXXXXX	Elective	3	0	3	4						
Total Credit		18	6	21	30	Total Credit		12	14	19	30
ELECTIVES											
Code	Course Name	T	P	C	ECTS	Code	Course Name	T	P	C	ECTS
RTİ351	Strategic Research in Advertising	3	0	3	4	RTİ451	Advertising Photography	2	2	3	4
RTİ352	Political Advertising	3	0	3	4	RTİ452	Political Communication Campaigns	2	2	3	4
RTİ353	Advertising Language	3	0	3	4	RTİ453	Advertisement and Ethics	3	0	3	4
RTİ354	Image and Perception Management	3	0	3	4	RTİ454	International Advertising	3	0	3	4
RTİ355	Consumer Behaviour	3	0	3	4	RTİ455	Sales Management in Advertising	3	0	3	4
RTİ356	Neuromarketing	3	0	3	4	RTİ456	Advertising and Marketing	3	0	3	4
RTİ357	Consumer Society	3	0	3	4	RTİ457	Advertising Psychology	3	0	3	4
RTİ358	Gender Representation in Advertising	3	0	3	4	RTİ458	Media Channels and Advertisement	3	0	3	4
RTİ359	Corporate Communication Practices	2	2	3	4	RTİ459	Advertising Scriptwriting	2	2	3	4
RTİ360	Strategic Media Planning	2	2	3	4	RTİ460	Persuasion Theories and Advertising	3	0	3	4
RTİ361	Talent Management	3	0	3	4	RTİ 461	Reklamda İleri Tasarım	3	0	3	3
RTİ362	Advertisement Copywriting	2	2	3	4						
RTİ363	Strategic Planning in Advertising	3	0	3	4						
RTİ364	Innovative and Creative Thinking Techniques	3	0	3	4						
RTİ365	Advertising Design and Photoshop Practices	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

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