

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	Introduction to Law	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		18	2	19	30
Total Credit		21	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	3	0	3	7	İLET304	Political Economy of Media	3	0	3	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		16	4	18	30	Total Credit		16	4	18	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	1	4	3	10	HİL402	Graduation Thesis – II	0	6	3	10		
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				9	14	16	30
Total Credit		16	4	18	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		

Total Credit for Graduation*	156
ETCS Credits	240
Electives Courses ETCS	60