

Üsküdar University

Faculty of Communication

PUBLIC RELATIONS

DEPARTMENT

Course Contents

FIRST TERM (1st Grade, Fall Term)

İLET101 Introduction to Communication

Development of communication sciences, basic concepts of communication, the role and importance of communication in human's and social life, types of communication, communication takes place in which levels, effective communication and body language.

İLET103 History of Civilization

Emergence and development of civilizations throughout human history. Civilizations and philosophical systems. Civilizations and social systems. Philosophers of ancient civilizations and their effects on contemporary thought life. Anthropological reflections of civilizations.

İLET105 Introduction to Political Sciences

Development of political sciences, basic concepts, political systems, the emergence and development of democratic system, parliamentary systems and processes, development and process of democracy in Turkey. Institutions and politics of democratic systems, philosophers and administrators led political sciences. Relationship between political sciences and public relations.

İLET109 Introduction to Law

Fundamental concepts of law. Basic principles and institutions of Turkish law. Law and democracy. Roman law and its effects on Turkish judicial system. The fundamental basis of constitutional law.

RPSI109 Positive Psychology and Communication Skills

This is an approach that enable individuals realize their own resources and values to be happy, peaceful, successful and highly satisfied with their lives. Usage of these resources and values creatively and appropriately allow individual to exert their personal and cultural potential with a conscious choice. In this course, students will evaluate researches and concept studies on different subjects and theoretical approaches (meaningful life, feeling of thankfulness, happiness, hope, optimism, positive emotions, post-traumatic personal growth, endurance, self-perception, strength, time perception). Students will learn how to use methods such as brain mapping, signature strengths, gratitude journal, seven ways increase happiness (learned optimism, thankfulness). Concept of communication. Types of communication and communication process.

İNG101 Basic English I

Basic concepts of English. Reading texts and exercises. Listening exercises. Translation exercises. Writing essay. Speaking exercises, conversations.

TURK101 Turkish Language and Literature I

The objective of this course is to examine the main movements in Turkish literature and bring a fresh perspective on the works of authors that a graduate of Faculty of Communications is expected to have an awareness of. The lessons will include case studies and practices.

ATA101 Principles of Atatürk and History of Revolution I

The events that have taken place in the recent Turkish history; especially the occurrences surrounding the collapse of the Ottoman Empire, War of Salvation, formation of Turkish Republic, the initial years of the Republic rule, the Second World War and the transformation from the single party period will be examined during this course. Lessons consist of lectures and seminars including those by guest speakers.

RKUL101 University Culture I

In this course considering the agenda of society, country and university, the topics are discussed with the students by experts within or outside the university. Sharing knowledge and experiences of communication professionals working several parts of communication sector with the students.

SECOND TERM (1st Grade, Spring Term)

HİL102 Introduction to Public Relations

Basic concepts of public relations. Public relations concepts and its practice fields. Concepts close to public relations. Public relations and advertisement, public relations and propaganda, public relations and lobbying, public relations and marketing, the historical development of public relations in the world and Turkey, communication and public opinion in public relations, research in public relations, media relations in public relations, public relations environment and its mediums.

İLET104 Introduction to Sociology

Basic concepts of sociology. Development process of sociology as a scientific discipline. Concepts, theories and approaches ruling classical and modern sociology. Phases of sociological thought. The points where sociology and communication sciences cross and feed each other.

İLET106 Introduction to Economics

Basic concepts of economics. Development phases of economical thought. Microeconomics and macroeconomics. Basic information concerning international economics. Economic policies and practices in Turkey. Liberal thought and economics. Open market and rivalry. Development and underdevelopment concepts. Capitalism and globalization.

İLET108 Introduction to Philosophy

Emergence and development of philosophy. Basic concepts, theories, approaches. Paradigms of philosophical thought. First Age philosophers. Philosophical thought in Medieval Age. Eastern and South Eastern philosophy. Philosophy and communication relation.

İNG102 Basic English II

Basic concepts of English. Reading texts and exercises. Listening exercises. Translation exercises. Writing essay. Speaking exercises, conversations.

TURK102 Turkish Language and Literature II

The objective of this course is to examine the main movements in Turkish literature and bring a fresh perspective on the works of authors that a graduate of Faculty of Communications is expected to have an awareness of. The lessons will include case studies and practices.

ATA102 Principles of Atatürk and History of Revolution II

The events that have taken place in the recent Turkish history; especially the occurrences surrounding the collapse of the Ottoman Empire, War of Salvation, formation of Turkish Republic, the initial years of the Republic rule, the Second World War and the transformation from the single party period will be examined during this course. Lessons consist of lectures and seminars including those by guest speakers.

RKUL102 University Culture II

In this course considering the agenda of society, country and university, the topics are discussed with the students by experts within or outside the university. Sharing knowledge and experiences of communication professionals working several parts of communication sector with the students.

THIRD TERM (2nd Grade, Fall Term)

RTİ 203 Marketing Communications

Marketing communications concept. The relationship between marketing and advertising. The relationship between marketing and communications. Types of marketing communications. Principles of marketing communications. Marketing communications and ethics.

İLET211 Basic Photography

Basic concepts of photography. Photography techniques, types of photography, art photography, photojournalism, documentary photography. Enframing at photography, depth of field, perspective and color settings

İLET201 Research Methods in Social Sciences

Emergence and development of epistemology. Developmental stages of methodology. Philosophical traditions that formed a basis for methodology. Relation between social sciences and methodology. Methods and techniques used on social science studies. Empirical methodological tradition. Critical methodological tradition. Questionnaire technique, content analysis. Hermeneutic analysis techniques.

İLET203 Communications Law

Basic concepts of communications law. Development of communications law in several countries. Communications law in Turkey. Press freedom and first juristic practices. Censorship and law. Juridical regulation on press. Juridical regulation on radio and television. Cinema and law.

İLET205 History of Communication

History of humanity and communication. Communication in first ages. Communication in ancient times. Development of communication technologies. Emergence and development of mass communication. Development of mass media in Turkey. Development of journalism. Development of radio. Emergence and development of agency journalism. Television era. Digital publishing and broadcasting. Internet media.

İLET213 Professional English I

Development of ability to use of English on communication. Ability to use of English on professional field of communication. Use of English on printed media journalism. Use of English on radio and television. Use of English on cinema.

İLET209 Social Psychology

Emergence and development of social psychology as a scientific discipline. Basic concepts and theories of social psychology. Individual and society relation. Group and group dynamics. Group and society relation. Family. Attitude and perception. Attitude scales. Balance theories. Social psychology and communication.

HİL205 Effective Communication and Presentation Techniques

It is aimed to gain the knowledge and skills to prepare and present presentations that they will need for effective communication processes and workshops that should be done in business life. Body language, posture, effective communication techniques, speaking and presentation skills in front of the target audiences.

FOURTH TERM (2nd Grade, Spring Term)

HİL206 Social Media and Public Relations

Public Relations is a survey of how the new media is positioned to raise awareness and to be distinctive in social media, where images and reputation-oriented campaigns are driven by their work. It will be analyzed how the social media, which will be assessed on the samples, will have access to the target audiences and which processes are influencing them.

RTİ204 Brand Design and Management

Brand design and management concept. The needs that created brand design and management. Brand design and management training. Brand design and management applications. Brand design and management in the world and in Turkey.

İLET202 Turkish Media History

Emergence and development of press in Turkey. Press in Ottoman period. First Turkish newspaper. Press in republican period. Juridical regulation on press. Emergence and development of radio in Turkey. Television broadcasting in Turkey. Expansion of Internet media. Media holdings.

İLET204 Political Communication

Relation between politics and communication. Political systems and communication systems. Political structures and structuring of mass communication. Democracy and communication. Propaganda and persuasion techniques. Rhetoric. Political advertisement. Image and perception management.

HİL210 Public Relations and Advertising

The concept of advertising, definition, historical development processes and the place and importance of advertising in the market economy will be discussed. The different functions of advertising, advertising research, and different definitions gained by advertisements will also be covered within this course.

İLET214 Professional English II

Effective use of English on communication field. Development of ability to use of English on news writing. Ability to read media texts in English. Development of ability to prepare media content in English.

RPRG104 Entrepreneurship and Project Culture

Students will gain for literature search, data collecting and analyzing ability in this course.

FIFTH TERM (3rd Grade, Fall Term)

Core Courses

HİL303 Public Relations Campaigns 1

In the light of theoretic information in public relations, principles of a campaign design, planning and practice processes. Various examples of public relation campaigns. Strategic planning and preparing campaign projects by using creative talents within subjects that students choose.

İLET303 Theories of Communication

Emergence and development of communication sciences. Liberal and critical paradigms on communication sciences. Models theories and approaches within these two paradigms. The effects of mass media. Political economy of communication, cultural studies. Media and interactivity.

Electives

HİL351 Strategic Public Relations

Public relations and publicity as a strategy. Basic strategic public relations practices as crisis communication, subject management, corporate social responsibility and deep examination of them. Case analysis. To determine appropriate strategies in order to raise the institutive efficiency. Appropriate strategy studies in public relations related to individual.

HİL352 New Media and Public Relations

Public relations studies on internet and virtual platform. Communication types with partners on internet and virtual platform. Crisis communication in public relations on internet and virtual platform. In public relations aspect, customer and consumer relations on internet and virtual platform.

Hİ355 Public Relations Theories

Public relations theories in communication theories. Scientific background of public relations. Development of public relations in social sciences. Initial scientific studies in public relations. The birth and development of public relations as an academic and a scientific field.

HİL357 Public Relations and Marketing

Analysis of public relations and marketing relevance. Use of marketing techniques in public relations. Marketing as a public relations practice. New marketing methods and public relations.

HİL359 Public Opinion Researches

Concept of public and public opinion. Public space. History of public researches. Public opinion researches in the world. Public opinion researches in Turkey. Technique and method in public opinion researches. Use of public opinion researches in the field of public communication.

HİL361 Digital Public Relations Strategies

Use of digital communication techniques in public relations. Public relations practices in new media. Methods and techniques concerning development of public relations' campaign and practices suitable to new media field. Practices of public relations in new media field and its effect to individuals' and institutions' perception and image management.

HİL363 History of Public Relations

The birth and development of public relations. Socio-cultural, political and economic background of public relations' birth in the beginning of 20th century. Development of public relations' education process. Development of public relations as a scientific and practice field.

HİL365 New Approaches in Public Relations

New approaches in public relations. Conventional public relations. New techniques and approaches in public relations practices in neoliberal period. Collaboration of public relations and advertising. Collaboration of public relations and marketing. Importance of scientific view in public relations. Importance of education in public relations.

HİL367 Presentation Techniques

Qualification of presentation techniques. Effective speech and communication. Effective presentation, elocution and body language. Use of presentation techniques in public relations studies. Rhetoric, body language, clothes and apparel, performance of conversations.

HİL369 Public Relations and Publicity

Importance of publicity in public relations. Publicity techniques and methods of corporations and individuals. Publicity resources of people and corporations' branding. Historical origin of publicity and advertising in public relations.

SIXTH TERM (3rd Grade, Spring Term)

Core Courses

HİL304 Public Relations Campaigns 2

Description of public relations. Kinds of public relations campaigns. Examples around the world of public relations campaigns. Examples from Turkey of public relations campaigns. Practices of public relations. Field study. Workshop. Preparing printed materials. Data collection and reviewing. Presentation and discussion.

İLET304 Political Economy of Media

Economic and politic fundamentals of media. Liberal basis of media construction. Capitalist system and media sector. Critical political economy of Media.

Electives

HİL353 Public Relations and Political Campaigns

Relationship between public relations and political campaigns. Guidance of political campaigns along with public relations' techniques and methods. Use of political campaign techniques in public relations campaigns. Public relations and political campaigns in Western countries. Public relations and political campaigns in Turkey.

HİL354 Event Management

Importance of event management in the field of public relations. Place and importance of events in the corporate perception. Effects of event programs to promotion of the organization and public relations. Adaptation of event plans to organizations' or people's aims. Event management as an important dimension of public relations planning.

HİL356 Motivation Techniques

Concept of motivation. Motivation techniques. Motivation and communication. Motivation and needs. Theoretical basis of motivation. Motivation and public relations. Importance of motivation in corporate productivity. Importance of motivation in image and perception management of individuals. Social psychological basis of motivation and use in public relations.

HİL358 Design in Public Relations

Finding out of imagination and skills of students along with introduction to professional graphic design world. Preparing experimental projects with creativity and new approaches. Use of design techniques in public relations studies. Design and aesthetic in public relations. Use of design applications in public relations.

HİL360 Corporate Communication

Definition of corporate communication. Features of corporate communication. Corporate structure and communication. Activity fields of corporate communication. Examples of corporate communication studies. Definition and importance of organizational communication. Aim of the organizational communication, functions, organizational theories and communication.

HİL362 Creative Strategies in Public Relations

Definition and qualification of the concept creative strategy. Importance of creative strategies in communication. Public relations as a field and work giving importance to creativity. Importance of creativity and creative strategies in the planning of public relations.

HİL364 History of Public Relations in Turkey

The birth and development of public relations in Turkey. Background of public relations' birth. Sociologic, cultural, political and economic basis. Neoliberal politics and a new phase in public relations. Public relations and political advertisement. Future of public relations.

HİL366 Public Relations

Institutions and public relations. Necessity and importance of publicity and public relations in institutions. Public relations, perception and image in institutions. Institutional and target group relationships. Institutions, institutional responsibility and public relations.

HİL368 Organizational Psychology

Organizational psychology and efficiency in organization. Organizational relations and efficiency. Organizational relations, motivation and performance of organization members. Stress management in organization. Efforts to prevent mobbing. Necessary methods and techniques to examine organization workers' psychological conditions from institutional public relations' perspective.

SEVENTH TERM (4th Grade, Fall Term)

Core Courses

HİL401 Graduation Thesis - I

In consideration of four years, realization of a research design on communication field. Determination of research subject. Determination of research methods and techniques. Data gathering and analyzing.

İLET401 Communication and Ethics

The roots and thought of ethics. The importance of the fields of communication. The ethics of communication in Turkey. Ethical approaches to press, television and Internet broadcasting.

Electives

HİL451 Crisis Management

Studies for abolishing unexpected and unpredictable situations that threatens current situation in public relations and corporations. Different types of crisis, approaches and practices of crisis management.

HİL453 Photography Practices

Discussions of artistic and aesthetic angles of photography applications and photography practices. Practices in different themes for improving student skills. Practice techniques and approaches of modern applications in photography studio. Various types of photography such as Advertising Photography, Underwater Photography, News Photography, Photography basis on art and aesthetic.

HİL455 Critical Approaches to Public Relations

Evaluation of mainstream public relations studies with critical view. Critical theory and public relations. Critical social thinking and public relations. Relations of public relations and ethical values. Planning and practicing public relations activities according to social, financial, cultural and vital changes. Investigating interactive public relations examples within the framework of the Internet and new technologies.

HİL457 Graphic Design Practices

Making creative high-mid level graphic design test projects with using various techniques such as photography, typography, illustration with students. Preparing test projects that find out students' skills and imaginations with studying creative and new approaches.

HIL459 Public Administration and Public Relations

Discussions of communication between theoretical and practical applications, and state and citizens. Correlate of public communication and public relations. Evaluation of effects of new communication technologies on public communication process. Analyzing public relations practices on public communication and public administration.

HIL461 International Public Relations

Definition of international public relations and its features. Birth of the international public relations, its development and present situation. Diplomacy. International protocol. International image management. International public opinion and manipulation.

HIL464 Public Relations Economics

Economic dimensions of public relations studies. Differentiation of public relations and financial resources in corporations. Public relations studies and financial resources of people. Efforts of devote to financial resources to public relations and promotion works of nations. Representation expense of corporations. Promotion, image and perception studies and financial components. Balance of public relations expenses and marginal utility.

HI466 Public Relations and Ethics

Relationship of public relations and ethics. Reliability in public relations studies. Reality in public relations studies. Social responsibility and public morality.

EIGHTH TERM (4th Grade, Spring Term)

Core Courses

HİL402 Graduation Thesis - II

After completed research design phase, the transformation of the findings, conclusion and proposal into thesis text.

HİL404 INTERSHIP

It is purpose that the students have experience to improve their employment opportunities according to their interests.

Electives

HİL452 Lobbying

Concept of lobbying. Importance of lobbying as a field of public relations. Types and methods of lobbying and lobbying in national and international scales. Historical development of lobbying, how lobbying became important and why it is using effectively in the USA, differences between the USA and Europe.

HİL454 Public Opinion

Public sphere. Development of Public sphere. Public sphere in Ancient times. Public sphere in modern times. Public sphere and public opinion. Concept of public opinion, definition of public opinion and nature of public opinion. Public opinion and public relations.

HİL456 Image Management

Definition of image and its nature. Image studies in the history. Management of image in the ancient times and anxiety of image. Corporations, people and image management in modern times. Publics and images.

HİL458 Public Relations and Local Government Administration

Nature of local government administration. Recognition of audience in public relations. Importance of public relations in local government administration. Effects of public relations campaigns to local government administration.

HİL460 Types of Public Relations

Classifying public relations. Classifying of public relations according to social systems. Public relations according to political systems, corporate structures, media and audiences.

HİL462 Public Relations in Private Sector

Private sector and its public relations. Public relations in the various fields of private sector. Introduction of corporations and people. Image and perception management in private sector. Persuasion and manipulation.

HİL463 Propaganda

Definition and character of propaganda. Birth of the propaganda, its development, and its situation in present. Propaganda and ethics. Propaganda and social responsibility. Propaganda and righteousness, morals, reality. Principles of propaganda and its actions.

HİL465 Human Resources Management

Definition and character of human resources. Entities of human resources and its actions in public sector and private sector organizations Organizational productivity and human resources. Job performances of people and human resources.

HİL467 Workshop

Workshop for public relations practices. Workshop with experimental group and people. Constitute of attitude, studies of image and perception management and workshops with experimental group. Studies posters and graphic design.

HİL468 Organizational Culture

Definition and nature of organization. Organizations in public and private sectors. Organizational communication. Organizational relations and job productivity. Organizational adaptation and public relations.

HİL469 Health Communication

Communication in health organizations. Theoretical background of health communication. Methods and strategies of health communication campaigns.

Foreign Language Elective Courses

Fall					Spring						
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