

Uskudar University
Faculty of Communication
Advertising Design and Communication

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	RTİ102	Introduction to Advertising	2	2	3	5
İLET103	History of Civilization	2	0	2	2	İLET104	Introduction to Sociology	3	0	3	5
İLET105	Introduction to Political Sciences	3	0	3	5	İLET106	Introduction to Economics	3	0	3	5
İLET109	Introduction to Law	3	0	3	5	İLET108	Introduction to Philosophy	3	0	3	5
RPSİ109	Positive Psychology and Communication Skills	3	0	3	5	İNG102	Basic English II	3	0	3	3
İNG101	Basic English I	3	0	3	3	TURK102	Turkish Language and Literature II	2	0	2	3
TURK101	Turkish Language and Literature I	2	0	2	3	ATA102	Principles of Atatürk and History of Revolution II	2	0	2	3
ATA101	Principles of Atatürk and History of Revolution I	2	0	2	3	RKUL102	University Culture II	0	2	1	1
RKUL101	University Culture I	0	2	1	1						
Total Credit		21	2	22	30	Total Credit		18	4	20	30

2. YEAR

Fall (3rd Term)

Spring (4th 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 (5th Term)

Spring (6th Term)

Kod	Ders Adı	T	U	K	AKTS	Kod	Ders Adı	T	U	K	AKTS
İLET303	Theories of Communication	3	0	3	7	İLET304	Political Economy of Media	3	0	3	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		17	2	18	30	Total Credit		17	2	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
RTİ401	Graduation Thesis – I	1	4	3	10	RTİ402	Graduation Thesis – II	0	6	3	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		16	4	18	30	Total Credit		9	14	16	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	RTİ456	Advertising and Marketing	3	0	3	4
RTİ356	Neuromarketing	3	0	3	4	RTİ457	Advertising Psychology	3	0	3	4
RTİ357	Consumer Society	3	0	3	4	RTİ458	Media Channels and Advertisement	3	0	3	4
RTİ358	Gender Representation in Advertising	3	0	3	4	RTİ459	Advertising Scriptwriting	2	2	3	4
RTİ359	Corporate Communication Practices	2	2	3	4	RTİ460	Persuasion Theories and Advertising	3	0	3	4
RTİ360	Strategic Media Planning	2	2	3	4	RTİ 461	Advanced Design in Advertising	3	0	3	3
RTİ361	Talent Management	3	0	3	4	RTİ463	Selected Topics in Advertising	3	0	3	4
RTİ362	Advertisement Copywriting	2	2	3	4	RTİ465	Advertising Workshop	3	0	3	4
RTİ363	Strategic Planning in Advertising	3	0	3	4	RTİ467	Advertising and Promotional Strategies	3	0	3	4
RTİ364	Innovative and Creative Thinking Techniques	3	0	3	4						
RTİ365	Advertising Design and Photoshop Practices	3	0	3	4						
RTİ367	Storytelling in Advertising	2	2	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*	154
ETCS Credits	240
Electives Courses ETCS	60