

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
İLET111	Introduction to Communication	3	0	3	5	HİL104	Introduction to Public Relations	3	0	3	6
SBU157	Political Sciences	3	0	3	5	SOS126	General Sociology	3	0	3	4
İLET109	Introduction to Law	3	0	3	5	İLET106	Introduction to Economics	3	0	3	5
RPSİ109	Positive Psychology and Communication Skills	3	0	3	5	FEL109	Basic Concepts in Philosophy	3	0	3	5
İNG101	English I	3	0	3	3	İNG102	English II	3	0	3	3
TURK101	Turkish Language - I	2	0	2	3	TURK102	Turkish Language - 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		19	2	20	30	Total Credit		19	2	20	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	2	2	3	5
İLET219	Communication Research Methods	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
İLET217	Professional English I	1	2	2	3	İLET214	Professional English II	1	2	2	3
İLET209	Social Psychology	3	0	3	4	RPRG104	Entrepreneurship and Project Culture	2	0	2	3
HİL207	Effective Communication and Presentation Techniques	2	2	3	3	Total Credit		17	4	19	30
Total Credit		20	6	23	30						

3. YEAR

Fall (5th Term)

Spring (6th Term)

Kod	Ders Adı	T	U	K	AKTS	Kod	Ders Adı	T	U	K	AKTS
HİL301	Public Relations Campaigns I	1	4	3	7	HİL302	Public Relations Campaigns II	1	4	3	7
İLET303	Theories of Communication	3	0	3	7	HİL306	Public Relations Writing	2	2	3	7
XXXXXX	Department Elective	3	0	3	4	XXXXXX	Department Elective	3	0	3	4
XXXXXX	Department Elective	3	0	3	4	XXXXXX	Department Elective	3	0	3	4
XXXXXX	Faculty Elective	3	0	3	4	XXXXXX	Faculty Elective	3	0	3	4
XXXXXX	University Elective	3	0	3	4	XXXXXX	University Elective	3	0	3	4
Total Credit		16	4	18	30	Total Credit		15	6	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
HİL491	Graduation Project I	1	4	3	10	HİL492	Graduation Project II	1	4	3	10
İLET401	Communication and Ethics	3	0	3	4	HİL404	Internship	0	0	0	5
XXXXXX	Department Elective	3	0	3	4	ISG490	Occupational Health and Safety in Communications	2	0	2	3
XXXXXX	Department Elective	3	0	3	4	XXXXXX	Department Elective	3	0	3	4
XXXXXX	Faculty Elective	3	0	3	4	XXXXXX	Department Elective	3	0	3	4
XXXXXX	Faculty Elective	3	0	3	4	XXXXXX	Faculty Elective	3	0	3	4
						Total Credit		12	4	14	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
HİL354	Event Management	3	0	3	4	HİL452	Lobbying	3	0	3	4
HİL356	Sector Dynamics and Agency Management	2	2	3	4	HİL453	Critical Approaches to Public Relations	3	0	3	4
HİL359	Public Opinion Researches	3	0	3	4	HİL455	Personal Branding	3	0	3	4
HİL362	Creative Strategies in Public Relations	1	4	3	4	HİL456	Protocol Management	3	0	3	4
HİL363	History of Public Relations	3	0	3	4	HİL461	International Public Relations	3	0	3	4
HİL365	Public Relations Practices in Health Institutions	2	2	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
HİL371	Digital Marketing	1	4	3	4	HİL471	Brand Readings	3	0	3	4
HİL372	Public Relations Media and Planning	1	4	3	4	HİL472	Current Approaches in Public Relations	3	0	3	4
HİL374	Basic Design Practises in Public Relations.	1	4	3	4	HİL474	Organizational Behaviour	3	0	3	4
HİL375	Public Diplomacy	3	0	3	4	HİL475	Advanced Design Practises in Public Relations	2	2	3	4
HİL377	Reputation Management	3	0	3	4	HİL476	Corporate Social Responsibility	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*	148
ETCS Credits	240
Electives Courses ETCS	60