

Üsküdar University

Faculty of Communication

PUBLIC RELATIONS

DEPARTMENT

Course Contents

FIRST TERM (1st Grade, Fall Term)

İLET111 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.

SBU157 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 English I

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

TURK101 Turkish Language 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)

İİL104 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.

SOS126 General 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.

FEL109 Basic Concepts in 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 English II

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

TURK102 Turkish Language 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)

RTİ203 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

İLET219 Communication Research Methods

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.

İLET217 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.

HİL207 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 Public Relations and Social Media

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

HİL301 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.

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.

HİL371 Digital Marketing

The concept of marketing. Types of digital marketing. Digital marketing campaigns. Measurement and evaluation of digital marketing campaigns.

HİL377 Reputation Management

The concept of reputation. Relationship between stakeholders and corporation and importance of stakeholders to build corporate reputation. Relationship between corporate identity and corporate reputation. Corporate image and corporate reputation. Online reputation management.

HIL363 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.

HIL365 Public Relations Practices in Health Institutions

Definition and importance of public relations. Communication and public relations in health institutions. Relations with media in health institutions. Internal and external communication in health institutions. Health communication theories and models. Crisis management in health institutions. Organizational social responsibility projects in health institutions. Sponsorship in health institutions. Lobbying in health institutions. Health communication and ethics.

HIL375 Public Diplomacy

Concept of public diplomacy at different theoretical perspectives. The meanings that emerge at the intersection of the concepts of public and diplomacy; Theories. The emerge of public diplomacy and intercultural communication. The role of communication, media and public relations in diplomacy. Examination of global case studies in the context of public relations.

SIXTH TERM (3rd Grade, Spring Term)

Core Courses

HİL302 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.

HİL306 Public Relations Writing

The relationship between media companies and public relations agencies. News gathering and writing. Techniques of press release writing. Writing press release for different media channels. Prepare press kit.

Electives

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.

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.

HİL372 Public Relations Media and Planning

The concept of media planning. Media planning process. Digital media planning in Public Relations. Relationship between media planning and public relations. Differences between relationship with public relations and advertising in media planning.

HİL374 Basic Design Practises 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.

HİL356 Sector Dynamics and Agency Management

Types of agencies. Organizational structure of public relations and advertising agencies. The daily routines of the departments in the agency, the way of doing business, theoretical structure of management processes. Transfer of practical knowledge about intellectual and creative processes and customer relationship management through practitioners in the sector.

HIL366 Public Relations in Public

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.

SEVENTH TERM (4th Grade, Fall Term)

Core Courses

HİL491 Graduation Project 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 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.

HİL455 Personal Branding

Basic aims and benefits of branding. The differentiation needs of individuals from other individuals and the concept of personal branding. Determination of personal values, skills and goals. Personal infrastructure; authenticity, mission and sustainability. Management of personal image. Online management of digital security and personal reputation. Communication strategies and the use of new media in personal branding.

HİL461 International Communication and 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.

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.

HIL471 Brand Readings

The concept of brand. Evaluation of studies which are related to brand. Giving information about new brand/branding studies.

HIL475 Advanced Design Practises in Public Relations

Design as communication. Principles of design. Using design programmes as Adobe Illustrator, Adobe Photoshop. Analysis and application of design principles for logos, trademarks and advertising materials.

EIGHTH TERM (4th Grade, Spring Term)

Core Courses

HİL492 Graduation Project II

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

HİL404 INTERNSHIP

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

HİL404 Occupational Health and Safety in Communications

Aim and importance of occupational health and safety in the field of communication, its historical development; basic concepts in occupational health and safety, practices and legislative measures based on examples in Turkey. In the case of stress, discrimination and oppression in film sets, natural disaster situations, war correspondence, filming and making news in terrorism zones, and in busy working hours in advertising agencies; risks in computer, laboratory and studio use and employer responsibilities. International conventions on occupational health and safety for communications employees, joint decisions of the European Union.

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.

HİL456 Protocol Management

The definition and importance of protocol. Protocol Rules. Social behavior in business and private life. Protocol rules applied in institutions and organizations. Official ceremonies organizations. Protocol rules to be applied in corporate events. Rules to be considered in invitations and banquets. Protocol rules in written and oral communication. Costume protocol.

Hİ466 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.

HİL474 Organizational Behaviour

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

HIL472 Current Approaches in Public Relations

Researching current approaches in Public Relations. Discussing current approaches in Public Relations. Presentation of current approaches in Public Relations.

HIL476 Corporate Social Responsibility

The concept of corporate social responsibility and relationship between other concepts. Giving information arguing about examples of corporate social responsibility practices. Designing corporate social responsibility project. Preparing corporate social responsibility project.

Foreign Language Elective Courses

Fall					Spring						
ISP121	Spanish I	3	0	3	3	ISP122	Spanish II	3	0	3	3
ARA121	Arabic I	3	0	3	3	ARA122	Arabic II	3	0	3	3
ÇIN121	Chinese I	3	0	3	3	ÇIN122	Chinese II	3	0	3	3
RUS121	Russian I	3	0	3	3	RUS122	Russian II	3	0	3	3