

Üsküdar University
Faculty of Communication
Advertising Design and
Communication

1. YEAR

Fall (1 st Term)						Spring (2 nd Term)					
Kod	Ders Adı	T	U	K	AKT S	Kod	Ders Adı	T	U	K	AKTS
İLET111	Introduction to Communication	3	0	3	5	RTİ104	Introduction to Advertising	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 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		19	2	20	30	Total Credit		19	2	20	30

2. YEAR

Fall (3 rd Term)						Spring (4 th Term)					
Kod	Ders Adı	T	U	K	AKT S	Kod	Ders Adı	T	U	K	AKTS
İLET219	Communication Research Methods	3	0	3	4	İLET202	Turkish Media History	3	0	3	5
İLET203	Communication Law	3	0	3	4	RTİ216	Advanced Design in Advertising	2	2	3	5
RTİ203	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
İLET217	Professional English I	1	2	2	3	İLET206	Photography	2	2	3	4
RTİ205	Copywriting	2	2	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
RTİ211	Basic Design in Advertising	2	2	3	3						
Total Credit		20	6	23	30	Total Credit		15	8	19	30

3. YEAR

Fall (5 th Term)						Spring (6 th Term)					
Kod	Ders Adı	T	U	K	AKT S	Kod	Ders Adı	T	U	K	AKTS
İLET303	Theories of Communication	3	0	3	7	RTİ306	Media Planning	2	3	3	7
RTİ303	Creativity in Advertising I	2	2	3	7	RTİ304	Creativity in Advertising II	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		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	AKT S	Kod	Ders Adı	T	U	K	AKT S
RTİ491	Graduation Project I	1	4	3	10	RTİ492	Graduation Project II	1	4	3	10
İLET401	Communication and Ethics	3	0	3	4	RTİ406	INTERNSHIP	0	0	0	5
XXXXXX	Department Elective	3	0	3	4	ISG490	Occupational Health and Safety in Communications	1	2	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		16	4	18	30	Total Credit		12	4	14	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
RTİ361	Talent Management	3	0	3	4	RTİ462	Advertising Production	2	2	3	4
RTİ362	Advertisement Copywriting	2	2	3	4	RTİ463	Selected Topics in Advertising	2	2	3	4
RTİ363	Strategic Planning in Advertising	3	0	3	4	RTİ465	Advertising Workshop	2	2	3	4
RTİ364	Innovative and Creative Thinking Techniques	3	0	3	4	RTİ467	Advertising and Promotional Strategies	3	0	3	4
RTİ365	Advertising Design and Photoshop Practices	3	2	3	4	RTİ468	Critical Advertising Analysis	3	0	3	4
RTİ 366	New Media and Advertising	2	2	3	4	RTİ469	Advertising Agency Management	2	2	3	4
RTİ367	Storytelling in Advertising	2	2	3	4	RTİ470	Campaign Applications in Advertising	2	2	3	4
RTİ369	Advertising Date	3	0	3	4						
RTİ368	Sociology Of Advertising	3	0	3	4						
RTİ 370	Advertising Types	3	0	3	4						
İSP123	Spanish I	3	0	3	5	İSP124	Spanish II	3	0	3	5
ARA123	Arabic I	3	0	3	5	ARA124	Arabic II	3	0	3	5
ÇİN123	Chinese I	3	0	3	5	ÇİN124	Chinese II	3	0	3	5
RUS123	Russian I	3	0	3	5	RUS124	Russian II	3	0	3	5

Total Credit for Graduation*	150
ETCS Credits	240
Electives Courses ECTS	60

