

**Üsküdar University**  
**Faculty of Communication**  
**Public Relations and Publicity Department**

**1. YEAR**

**Fall (1<sup>st</sup> Term)**

**Spring (2<sup>nd</sup> Term)**

CODE	COURSE	T	U	K	ECTS	CODE	COURSE	T	U	K	ECTS
İLET111	Introduction to Communication	3	0	3	5	HİT102	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
<b>Total Credit</b>		<b>19</b>	<b>2</b>	<b>20</b>	<b>30</b>	<b>Total Credit</b>		<b>19</b>	<b>2</b>	<b>20</b>	<b>30</b>

**2. YEAR**

**Fall (3<sup>rd</sup> Term)**

**Spring (4<sup>th</sup> Term)**

CODE	COURSE	T	U	K	ECTS	CODE	COURSE	T	U	K	ECTS
HİT201	Integrated Marketing Communications	3	0	3	4	HİT202	Brand Communications	3	0	3	5
İLET211	Basic Photography	2	2	3	4	HİT204	Public Relations and Social Media	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	HİT206	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
HİT203	Effective Communication and Presentation Techniques	2	2	3	3						
<b>Total Credit</b>		<b>20</b>	<b>6</b>	<b>23</b>	<b>30</b>	<b>Total Credit</b>		<b>17</b>	<b>4</b>	<b>19</b>	<b>30</b>

**3. YEAR**

**Fall (5<sup>th</sup> Term)**

**Spring (6<sup>th</sup> Term)**

CODE	COURSE	T	U	K	ECTS	CODE	COURSE	T	U	K	ECTS
HİT301	Public Relations Campaigns I	1	4	3	7	HİT302	Public Relations Campaigns II	1	4	3	7
İLET303	Theories of Communication	3	0	3	7	HİT304	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
<b>Total Credit</b>		<b>16</b>	<b>4</b>	<b>18</b>	<b>30</b>	<b>Total Credit</b>		<b>15</b>	<b>6</b>	<b>18</b>	<b>30</b>

4. YEAR											
Fall (7 <sup>th</sup> Term)						Spring (8 <sup>th</sup> Term)					
CODE	COURSE	T	U	K	ECTS	CODE	COURSE	T	U	K	ECTS
HİT491	Graduation Project I	1	4	3	10	HİT492	Graduation Project II	1	4	3	10
İLET401	Communication and Ethics	3	0	3	4	HİT402	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
<b>Total Credit</b>		<b>16</b>	<b>4</b>	<b>18</b>	<b>30</b>	<b>Total Credit</b>		<b>11</b>	<b>6</b>	<b>14</b>	<b>30</b>
ELECTIVES											
CODE	COURSE	T	U	K	ECTS	CODE	COURSE	T	U	K	ECTS
HİT351	Strategic Public Relations	3	0	3	4	HİT451	Public Relations and Crisis Management	3	0	3	4
HİT352	Event Management	3	0	3	4	HİT452	Lobbying	3	0	3	4
HİT353	Public Opinion Researches	2	2	3	4	HİT453	Public Relations and Publicity in the Private Sector	3	0	3	4
HİT354	Sector Dynamics and Agency Management	3	0	3	4	HİT454	Corporate Social Responsibility	3	0	3	4
HİT355	History of Public Relations	1	4	3	4	HİT455	Personal Branding	3	0	3	4
HİT356	Creative Strategies in Public Relations	3	0	3	4	HİT456	Protocol Management	3	0	3	4
HİT357	Public Relations Practices in Health Institutions	2	2	3	4	HİT457	International Communication and Public Relations	3	0	3	4
HİT358	Public Relations and Publicity in the Public Sector	3	0	3	4	HİT458	Public Relations and Ethics	3	0	3	4
HİT359	Digital Marketing	1	4	3	4	HİT459	Critical Approaches to Public Relations	3	0	3	4
HİT360	Public Relations Channels and Planning	1	4	3	4	HİT460	Organizational Behaviour	3	0	3	4
HİT361	Public Diplomacy	1	4	3	4	HİT461	Advanced Design Practices in Public Relations	3	0	3	4
HİT362	Basic Design Practices in Public Relations	3	0	3	4	HİT462	Current Approaches in Public Relations	2	2	3	4
HİT363	Reputation Management	3	0	3	4	HİT463	Brand Readings	3	0	3	4
HİT364	Corporate Communications	3	0	3	4	HİT465	Human Resources Management	3	0	3	4
HİT365	Publicity and Promotion Strategies	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

<b>Total Credit for Graduation*</b>	<b>150</b>
ETCS Credits	<b>240</b>
Electives Courses ECTS	<b>60</b>