

Üsküdar University
Faculty of Communication
Advertising Department

1. YEAR

Fall (1st Term)

Spring (2nd Term)

| Kod | Ders Adı | T | U | K | AKT S | Kod | Ders Adı | T | U | K | AKTS |
|---------------------|---|-----------|----------|-----------|-----------|---------------------|--|-----------|----------|-----------|-----------|
| İLET111 | Introduction to Communication | 3 | 0 | 3 | 5 | REK102 | 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 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 | 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 | REK202 | Brand Management | 2 | 2 | 3 | 5 |
| REK 201 | Marketing Communications | 3 | 0 | 3 | 4 | İLET204 | Political Communication | 3 | 0 | 3 | 5 |
| İLET205 | History of Communication | 3 | 0 | 3 | 4 | REK204 | Advanced Design in Advertising | 2 | 2 | 3 | 5 |
| İLET217 | Professional English I | 1 | 2 | 2 | 3 | İLET206 | Photography | 2 | 2 | 3 | 4 |
| REK203 | Basic Design in Advertising | 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 |
| REK205 | Copywriting | 2 | 2 | 3 | 3 | | | | | | |
| Total Credit | | 20 | 6 | 23 | 30 | Total Credit | | 15 | 8 | 19 | 30 |

3. YEAR

Fall (5th Term)

Spring (6th Term)

| Kod | Ders Adı | T | U | K | AKT S | Kod | Ders Adı | T | U | K | AKTS |
|---------------------|-----------------------------|-----------|----------|-----------|-----------|---------------------|------------------------------|-----------|----------|-----------|-----------|
| İLET303 | Theories of Communication | 3 | 0 | 3 | 7 | REK302 | Creativity in Advertising II | 3 | 0 | 3 | 7 |
| REK301 | Creativity in Advertising I | 2 | 2 | 3 | 7 | REK304 | Media Planning | 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 |
| REK491 | Graduation Project I | 1 | 4 | 3 | 10 | REK492 | Graduation Project II | 1 | 4 | 3 | 10 |
| İLET401 | Communication and Ethics | 3 | 0 | 3 | 4 | REK402 | INTERNSHIP | 0 | 0 | 0 | 5 |
| XXXXXX | Department Elective | 3 | 0 | 3 | 4 | ISG490 | Occupational Health and Safety in Communication | 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 | | 11 | 6 | 14 | 30 |
| ELECTIVES | | | | | | | | | | | |
| Code | Course Name | T | P | C | ECTS | Code | Course Name | T | P | C | ECTS |
| REK351 | Strategic Research in Advertising | 3 | 0 | 3 | 4 | REK451 | Advertising Photography | 2 | 2 | 3 | 4 |
| REK352 | Political Advertising | 3 | 0 | 3 | 4 | REK452 | Political Communication Campaigns | 2 | 2 | 3 | 4 |
| REK353 | Advertising Language | 3 | 0 | 3 | 4 | REK453 | Advertising Ethics | 3 | 0 | 3 | 4 |
| REK354 | Image and Perception Management | 3 | 0 | 3 | 4 | REK454 | International Advertising | 3 | 0 | 3 | 4 |
| REK355 | Consumer Behaviour | 3 | 0 | 3 | 4 | REK455 | Advertising Psychology | 3 | 0 | 3 | 4 |
| REK356 | Neuromarketing | 3 | 0 | 3 | 4 | REK456 | Advertising and Marketing | 3 | 0 | 3 | 4 |
| REK357 | Consumer Society | 3 | 0 | 3 | 4 | REK457 | Screenwriting in Commercials | 3 | 0 | 3 | 4 |
| REK358 | Gender Representation in Advertising | 3 | 0 | 3 | 4 | REK458 | Media Channels and Advertisement | 2 | 2 | 3 | 4 |
| REK359 | Scriptwriting in Advertising | 2 | 2 | 3 | 4 | REK459 | Selected Topics in Advertising | 3 | 0 | 3 | 4 |
| REK360 | Innovative and Creative Thinking Techniques | 3 | 0 | 3 | 4 | REK460 | Persuasion Theories and Advertising | 2 | 2 | 3 | 4 |
| REK361 | Talent Management | 2 | 2 | 3 | 4 | REK461 | Advertising Workshop | 2 | 2 | 3 | 4 |
| REK362 | New Media and Advertising | 3 | 0 | 3 | 4 | REK 462 | Critical Advertising Analysis | 3 | 0 | 3 | 4 |
| REK363 | Photoshop Practices in Advertising | 3 | 0 | 3 | 4 | REK463 | Sales Promotion Strategies in Advertising | 3 | 0 | 3 | 4 |
| REK364 | Advertising History | 3 | 2 | 3 | 4 | REK464 | Campaign Practices in Advertising | 2 | 2 | 3 | 4 |
| REK365 | Types of Advertising | 2 | 2 | 3 | 4 | REK465 | Advertising Agency Management | 2 | 2 | 3 | 4 |
| REK 366 | Advertising Film Production | 2 | 2 | 3 | 4 | İSP124 | Spanish II | 3 | 0 | 3 | 5 |
| REK367 | Advertising Sociology | 3 | 0 | 3 | 4 | ARA124 | Arabic II | 3 | 0 | 3 | 5 |
| REK368 | Storytelling in Advertising | 3 | 0 | 3 | 4 | ÇİN124 | Chinese II | 3 | 0 | 3 | 5 |
| İSP123 | Spanish I | 3 | 0 | 3 | 5 | RUS124 | Russian II | 3 | 0 | 3 | 5 |
| ARA123 | Arabic I | 3 | 0 | 3 | 5 | | | | | | |
| ÇİN123 | Chinese I | 3 | 0 | 3 | 5 | | | | | | |
| RUS123 | Russian I | 3 | 0 | 3 | 5 | | | | | | |

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