Üsküdar University
Faculty of Communication
Advertising Department

1. YEAR

Kod	Ders Adı	T	U	K	AKTS	Kod	Ders Adı	T	U	K	AKTS
Fall (1st Term)						**Spring (2nd Term)**					
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

Kod	Ders Adı	T	U	K	AKTS	Kod	Ders Adı	T	U	K	AKTS
Fall (3rd Term)						**Spring (4th Term)**					
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	RGPK104	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

Kod	Ders Adı	T	U	K	AKTS	Kod	Ders Adı	T	U	K	AKTS
Fall (5th Term)						**Spring (6th Term)**					
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 (7th Term)						**Spring (8th Term)**				
Kod	Ders Adı	T	U	K	AKTS	Kod	Ders Adı	T	U	K	AKTS
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 Adversiting 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