

<p style="text-align: center;"><b>ÜSKÜDAR UNIVERSITY</b></p> <p style="text-align: center;"><b>PUBLIC RELATIONS AND ADVERTISING MASTER'S PROGRAM (THESIS)</b></p> <p style="text-align: center;"><b>2021-2022 COURSE PLANS</b></p>
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I. SEMESTER						
CODE	COURSE	TYPE	T	P	CREDIT	ECTS
HIR501	Public Relations Theories	C	3	0	3	6
SOB501	Scientific Research Methods And Academic Ethics	C	3	0	3	6
	Elective Course 1	E	3	0	3	6
	Elective Course 2	E	3	0	3	6
	Elective Course 3	E	3	0	3	6
Total						30

II. SEMESTER						
CODE	COURSE	TYPE	T	P	CREDIT	ECTS
HIR502	Theoretical Approaches to Advertising	C	3	0	3	6
HIR504	Brand Management	C	3	0	3	6
	Elective Course 1	E	3	0	3	6
	Elective Course 2	E	3	0	3	6
	Elective Course 3	E	3	0	3	6
Total						30

III. SEMESTER						
CODE	COURSE	TYPE	T	P	CREDIT	ECTS
HIR506	Seminar	C	1	0	1	1
HIR600	Graduation Thesis-1	C	0	0	0	30
Total						31

IV. SEMESTER						
CODE	COURSE	TYPE	T	P	CREDIT	ECTS

MKC602	Graduation Thesis-2	C	0	0	0	30
<b>General Total</b>						<b>121</b>

ELECTIVE COURSES						
HIR523	Current Approaches in Public Relations	E	3	0	3	6
HIR524	Current Approaches in Advertising	E	3	0	3	6
HIR525	Reputation Management	E	3	0	3	6
HIR526	Media Planning	E	3	0	3	6
HIR527	Public Diplomacy	E	3	0	3	6
HIR528	Corporate Communications	E	3	0	3	6
HIR529	Digitalization and Public Relations	E	3	0	3	6
HIR530	Perception Management Studies	E	3	0	3	6
HIR531	Integrated Marketing Communications	E	3	0	3	6
HIR532	Neuromarketing Studies	E	3	0	3	6
HIR533	Neuromarketing in Advertising and Public Relations	E	3	0	3	6
HIR534	Health Communication Studies	E	3	0	3	6
HIR535	Organizational Psychology	E	3	0	3	6
HIR536	Advertising Psychology	E	3	0	3	6
HIR537	International Public Relations	E	3	0	3	6
HIR538	Public Relations and Lobbying	E	3	0	3	6
HIR539	Public Opinion Research	E	3	0	3	6
HIR540	Critical Approaches to Public Relations	E	3	0	3	6
HIR541	Advertising Media	E	3	0	3	6
HIR542	Consumer Behavior	E	3	0	3	6
HIR543	Rhetoric	E	3	0	3	6
HIR544	Theories of Persuasion	E	3	0	3	6
HIR545	Propaganda Techniques	E	3	0	3	6

HIR546	Brand Design and Gamification	E	3	0	3	6
HIR547	Advertising Campaign Design	E	3	0	3	6
HIR548	Ethics in Public Relations and Advertising	E	3	0	3	6
HIR549	Digital Advertising Practices	E	3	0	3	6
HIR550	Digital Public Relations Practices	E	3	0	3	6
HIR551	Crisis Communication and Public Relations	E	3	0	3	6
HIR552	Digital Marketing Practices	E	3	0	3	6
HIR553	Globalization and Advertising	E	3	0	3	6
HIR554	Public Relations and Tourism	E	3	0	3	6

<p style="text-align: center;"><b>ÜSKÜDAR UNIVERSITY</b></p> <p style="text-align: center;"><b>PUBLIC RELATIONS AND ADVERTISING MASTER'S PROGRAM (NON-THESIS)</b></p> <p style="text-align: center;"><b>2021-2022 COURSE PLANS</b></p>						
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I. SEMESTER						
CODE	COURSE	TYPE	T	P	CREDIT	ECTS
HIR501	Public Relations Theories	C	3	0	3	6
SOB501	Scientific Research Methods And Academic Ethics	C	3	0	3	6
	Elective Course 1	E	3	0	3	6
	Elective Course 2	E	3	0	3	6
	Elective Course 3	E	3	0	3	6
<b>Total</b>						<b>30</b>

II. SEMESTER						
CODE	COURSE	TYPE	T	P	CREDIT	ECTS
HIR502	Theoretical Approaches to Advertising	C	3	0	3	6
HIR504	Brand Management	C	3	0	3	6
	Elective Course 1	E	3	0	3	6
	Elective Course 2	E	3	0	3	6

	Elective Course 3	E	3	0	3	6
<b>Total</b>						<b>30</b>

III. SEMESTER						
CODE	COURSE	TYPE	T	P	CREDIT	ECTS
HIR600	Graduation Project	C	0	0	0	30
<b>Total</b>						<b>30</b>
<b>General Total</b>						<b>90</b>

ELECTIVE COURSES						
HIR523	Current Approaches in Public Relations	E	3	0	3	6
HIR524	Current Approaches in Advertising	E	3	0	3	6
HIR525	Reputation Management	E	3	0	3	6
HIR526	Media Planning	E	3	0	3	6
HIR527	Public Diplomacy	E	3	0	3	6
HIR528	Corporate Communications	E	3	0	3	6
HIR529	Digitalization and Public Relations	E	3	0	3	6
HIR530	Perception Management Studies	E	3	0	3	6
HIR531	Integrated Marketing Communications	E	3	0	3	6
HIR532	Neuromarketing Studies	E	3	0	3	6
HIR533	Neuromarketing in Advertising and Public Relations	E	3	0	3	6
HIR534	Health Communication Studies	E	3	0	3	6
HIR535	Organizational Psychology	E	3	0	3	6
HIR536	Advertising Psychology	E	3	0	3	6
HIR537	International Public Relations	E	3	0	3	6
HIR538	Public Relations and Lobbying	E	3	0	3	6
HIR539	Public Opinion Research	E	3	0	3	6
HIR540	Critical Approaches to Public Relations	E	3	0	3	6
HIR541	Advertising Media	E	3	0	3	6
HIR542	Consumer Behavior	E	3	0	3	6

HIR543	Rhetoric	E	3	0	3	6
HIR544	Theories of Persuasion	E	3	0	3	6
HIR545	Propaganda Techniques	E	3	0	3	6
HIR546	Brand Design and Gamification	E	3	0	3	6
HIR547	Advertising Campaign Design	E	3	0	3	6
HIR548	Ethics in Public Relations and Advertising	E	3	0	3	6
HIR549	Digital Advertising Practices	E	3	0	3	6
HIR550	Digital Public Relations Practices	E	3	0	3	6
HIR551	Crisis Communication and Public Relations	E	3	0	3	6
HIR552	Digital Marketing Practices	E	3	0	3	6
HIR553	Globalization and Advertising	E	3	0	3	6
HIR554	Public Relations and Tourism	E	3	0	3	6