

Üsküdar University
Communication Faculty
Public Relations and Publicity
DOUBLE MAJOR PROGRAM

* * Courses colored in red are the courses that students from other departments of the Faculty of Communication are exempt from the PRP Double Major program.

* Courses colored in blue are the courses that students from all departments of the university are exempt from the PRP Double Major program.

Students may also be subject to additional exemptions and take fewer courses, depending on the courses they have taken.

Students who want to graduate from the Double Major Program of the Public Relations and Publicity Department must successfully complete the elective courses for a total of 60 ECTS.

1. YEAR											
Fall (1st Term)					Spring (2nd Term)						
Code	Course	T	P	C	ECTS	Code	Course	T	P	C	ECTS
ILET111	Introduction to Communication	3	0	3	5	HIT104	Creative Approaches in Public Relations	3	0	3	6
SBU157	Political Sciences	3	0	3	5	ILET106	Introduction to Economics	3	0	3	5
HIT101	Introduction to Public Relations	3	0	3	5	FEL109	Basic Concepts in Philosophy	3	0	3	5
RPSI109	Positive Psychology and Communication Skills	3	0	3	5	ING102	English II	3	0	3	3
ING101	English I	3	0	3	3	TURK102	Turkish Language-II	2	0	2	3
TURK101	Turkish Language I	2	0	2	3	ATA102	Principles of Atatürk and History of Revolution II	2	0	2	3
ATA101	Principles of Atatürk and History of Revolution I	2	0	2	3	SOS126	General Sociology	3	0	3	4
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)						
Code	Course	T	P	C	ECTS	Code	Course	T	P	C	ECTS
ILET219	Communication Research Methods	3	0	3	4	ILET216	Media Literacy	3	0	3	5
ILET203	Communications Law	3	0	3	4	HIT202	Brand Communications	3	0	3	5
HIT201	Integrated Marketing Communications	3	0	3	4	ILET204	Political Communication	3	0	3	5
ILET205	History of Communication	3	0	3	4	HIT204	Public Relations and Social Media	2	2	3	5
ILET217	Professional English I	1	2	2	3	HIT206	Public Relations and Advertising	3	0	3	4
ILET211	Basic Photography	2	2	3	4	RPRG104	Entrepreneurship and Project Culture	2	0	2	3
ILET209	Social Psychology	3	0	3	4	ILET214	Professional English II	1	2	2	3
HIT203	Effective Communication and Presentation Techniques	2	2	3	3						
Total Credit		20	6	23	30	Total Credit		17	4	19	30

3. YEAR											
Fall (5th Term)					Spring (6th Term)						
Code	Course	T	P	C	ECTS	Code	Course	T	P	C	ECTS
HIT301	Public Relations Campaigns I	2	2	3	7	HIT302	Public Relations Campaigns II	2	2	3	7
ILET303	Theories of Communication	3	0	3	7	HIT304	Public Relations Writing	3	0	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)						
Code	Course	T	P	C	ECTS	Code	Course	T	P	C	ECTS
HIT491	Graduation Project I	1	4	3	10	HIT492	Graduation Project II	1	4	3	10
ILET401	Communication and Ethics	3	0	3	4	HIT402	INTERNSHIP	0	0	0	5
XXXXXX	Department Elective	3	0	3	4	ISG490	Occupational Health and Safety in Communications	2	0	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

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SIMPLIFIED TABLES

Double Major Curriculum – Courses to be Taken by STUDENTS OF COMMUNICATION FACULTY

Courses to be Taken in the Fall Semester					Courses to be Taken in the Spring Semester						
Code	Course	T	P	C	ECTS	Code	Course	T	P	C	ECTS
HIT101	Introduction to Public Relations	3	0	3	5	HIT104	Creative Approaches in Publi Relations	3	0	3	6
HIT201	Integrated Marketing Communications	3	0	3	4	HIT202	Brand Communications	3	0	3	5
HIT203	Effective Communication and Presentation Techniques	2	2	3	3	HIT204	Public Relations and Social Media	2	2	3	5
HIT301	Public Relations Campaigns I	2	2	3	7	HIT206	Public Relations and Advertising	3	0	3	4
HIT491	Graduation Project I	1	4	3	10	HIT302	Public Relations Campaigns II	2	2	3	7
XXXXXX	Department Elective	3	0	3	4	HIT304	Public Relations Writing	3	0	3	7
XXXXXX	Department Elective	3	0	3	4	HIT492	Graduation Project II	1	4	3	10
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	Department Elective	3	0	3	4
						XXXXXX	Department Elective	3	0	3	4
Total ECTS Credits					45	Total ECTS Credits					60

Total ECTS Credits required for Double Major	240
ECTS Credits to be taken after the exemption to students of Communication Faculty.	105