

ÜSKÜDAR UNIVERSITY
PUBLIC RELATIONS And PUBLICITY
2022-2023 ACADEMIC YEAR
MINOR CURRICULUM

Code	Course	T	P	C	ECTS
HİT101	Introduction to Public Relations	3	0	3	5
HİT104	Creative Approaches in Publi Relations	3	0	3	6
HİT201	Integrated Marketing Communications	3	0	3	4
HİT203	Effective Communication and Presentation Techniques	2	2	3	3
HİT202	Brand Communications	3	0	3	5
HİT204	Public Relations and Social Media	2	2	3	5
HİT206	Public Relations and Advertising	3	0	3	4
HİT301	Public Relations Campaigns I	2	2	3	7
HİT302	Public Relations Campaigns II	2	2	3	7
HİT304	Public Relations Writing	3	0	3	7
HİTXXX	Department Elective	3	0	3	4
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Total				36	61