ÜSKÜDAR UNIVERSITY
ADVERTISING
2022-2023 ACADEMIC YEAR
MINOR CURRICULUM

Code	Course	T	P	C	ECTS
REK101	Introduction to Advertising	3	0	3	5
REK104	Introduction to Marketing	3	0	3	6
REK201	Marketing Communications	3	0	3	4
REK203	Basic Design in Advertising	2	2	3	4
REK205	Copywriting	2	2	3	3
REK202	Brand Management	3	0	3	5
REK204	Advanced Design in Advertising	2	2	3	5
REK301	Creativity in Advertising I	3	0	3	7
REK302	Creativity in Advertising II	3	0	3	7
REK304	Media Planning	3	0	3	7
REKXXX	Department Elective	3	0	3	4
REKXXX	Department Elective	3	0	3	4
			Total	**36**	**61**