

Üsküdar University
Communication Faculty
Advertising
DOUBLE MAJOR PROGRAM

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

*** Courses colored in blue are the courses that students from all departments of the university are exempt from the AD 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 Advertising 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	REK104	Introduction to Marketing	3	0	3	6
SBU157	Political Sciences	3	0	3	5	ILET106	Introduction to Economics	3	0	3	5
REK101	Introduction to Advertising	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	Communication Law	3	0	3	4	REK202	Brand Management	3	0	3	5
REK201	Marketing Communications	3	0	3	4	ILET204	Political Communication	3	0	3	5
ILET205	History of Communication	3	0	3	4	REK204	Advanced Design in Advertising	2	2	3	5
ILET217	Professional English I	1	2	2	3	ILET206	Photography	2	2	3	4
REK203	Basic Design in Advertising	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
REK205	Copywriting	2	2	3	3						
Total Credit		20	6	23	30	Total Credit		16	6	19	30
3. YEAR											
Fall (5th Term)						Spring (6th Term)					
Code	Course	T	P	C	ECTS	Code	Course	T	P	C	ECTS
ILET303	Theories of Communication	3	0	3	7	REK302	Creativity in Advertising II	3	0	3	7
REK301	Creativity in Advertising I	3	0	3	7	REK304	Media Planning	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		18	0	18	30	Total Credit		18	0	18	30
4. YEAR											
Fall (7th Term)						Spring (8th Term)					
Code	Course	T	P	C	ECTS	Code	Course	T	P	C	ECTS
REK491	Graduation Project I	1	4	3	10	REK492	Graduation Project II	1	4	3	10
ILET401	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	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
REK101	Introduction to Advertising	3	0	3	5	REK104	Introduction to Marketing	3	0	3	6
REK201	Marketing Communications	3	0	3	4	REK202	Brand Management	3	0	3	5
REK203	Basic Design in Advertising	2	2	3	4	REK204	Advanced Design in Advertising	2	2	3	5
REK205	Copywriting	2	2	3	3	REK302	Creativity in Advertising II	3	0	3	7
REK301	Creativity in Advertising I	3	0	3	7	REK304	Media Planning	3	0	3	7
REK491	Graduation Project I	1	4	3	10	REK492	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
XXXXXX	Department Elective	3	0	3	4	XXXXXX	Department Elective	3	0	3	4
Total ECTS Credits					49	Total ECTS Credits					56

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