

Üsküdar University

Faculty of Communication

**PUBLIC RELATIONS AND
PUBLICITY DEPARTMENT**

Course Contents

FIRST TERM (1st Grade, Fall Term)

İLET111 Introduction to Communication

Development of communication sciences, basic concepts of communication, the role and importance of communication in human's and social life, types of communication, dimensions of communication, communication takes place in which levels, effective communication and body language. Public communication.

SBU157 Political Sciences

Development of political sciences, basic concepts, political systems, the emergence and development of democratic system, parliamentary systems and their functions, development and process of democracy in Turkey. Institutions and politics of democratic systems, philosophers and administrators who led political sciences. Relationship between political sciences and public relations.

HİT101 Introduction to Public Relations

Basic concepts of public relations. Public relations concepts and its practice fields. Concepts that close to public relations: public relations and advertisement, public relations and propaganda, public relations and lobbying, public relations and marketing; the historical development of public relations in the world and Turkey, communication and public opinion in public relations; research in public relations, media relations in public relations, public relations environments and its mediums.

RPSI109 Positive Psychology and Communication Skills

Basic principles and concepts of psychology. Psychology of happiness and optimism. Ways to be happy, peaceful and successful. Cognitive, affective and psychological dynamics of human. Basic psychological approaches such as psychoanalysis, cognitive psychology, behavioral approach, neurobiological approach. Concepts and phenomenon's such as motivation, self-confidence, a sense of dignity, a sense of belonging. Communication concept. Communication types. Communication process.

İNG101 English I

Basic concepts of English. Reading texts and exercises. Listening exercises. Translation exercises. Writing essay. Speaking exercises.

TURK101 Turkish Language I

What is language? The place and importance of language in human life as a social institution. The place of Turkish language among world languages and historical stages of Turkish language. Sounds in Turkish and their classification, sound properties of Turkish and rules about its phonetics. Derivational affix of Turkish and their practice, general information about composition. Plan and its practice to be used in writing composition. Bureaucratic forms of correspondence. Speaking and writing practices regarding the development of oral and written expression skills.

ATA101 Principles of Atatürk and History of Revolution I

Foundation story of state of the republic of Turkey. The basic principles of the Republic. The basic philosophy

of Atatürk Revolutions. The nature and effects of the revolutions. One-party period. Transition to multi-party period and democratization process. The Constitutions of the Republic of Turkey.

RKUL101 University Culture I

In this course, society and country agenda as well as some issues that required for the university agenda are discussed with students by experts who's within or outside of the university. Sharing the knowledge and experience of communication professionals who is working in several parts of communication sector with communication students.

SECOND TERM (1st Grade, Spring Term)

HİT104 Creative Approaches in Public Relations

Through this course, students will gain an understanding of the concept of public relations, grasp the process of public relations, and acquire theoretical knowledge to perceive and critically evaluate public relations practices.

İLET106 Introduction to Economics

Basic concepts of economics. Development stages of economical thought. Microeconomics and macroeconomics. Basic information about international economics. Economic policies and practices in Turkey. Liberal thought and economics. Open market and rivalry. Development and underdevelopment concepts. Capitalism and globalization.

FEL109 Basic Concepts in Philosophy

Emergence and development of philosophy. Basic concepts, theories, approaches. Paradigms of philosophical thought. First Age philosophers. Philosophical thought in Medieval Age. East and Eastern philosophy. Philosophy and communication relation. Philosophical basis of public relations.

İNG102 English II

Basic concepts of English. Reading texts and exercises. Listening exercises. Translation exercises. Writing essay. Speaking exercises.

TURK102 Turkish Language II

Written and verbal expression types, punctuation and writing rules, expression disorders. Speaking education. Expression, mimic, expressing yourself properly in front of society; footnote, bibliography; paragraph reviews; introduction-development and result; the main idea; text establishment studies; information about important writers and poets. Basic principles of developing public relations texts and text writing practices.

ATA102 Principles of Atatürk and History of Revolution II

In the second part of the Principles of Atatürk and History of Revolution-I course, the Kemalist thought system, Ataturk's principles and reforms, and especially the principle of secularism is explained by emphasizing the revolutions that carried out in various fields such as education, economy, politics and culture with the foundation of the Republic.

SOS126 General Sociology

Basic concepts of sociology. Development process of sociology as a scientific discipline. Concepts, theories and approaches that ruling classical and modern sociology. Stages of sociological thought. The points where sociology and communication sciences cross and feed each other.

RKUL102 University Culture II

In this course, society and country agenda as well as some issues that required for the university agenda are discussed with students by experts who's within or outside of the university. Sharing the knowledge and experience of communication professionals who is working in several parts of communication sector with communication students.

THIRD TERM (2nd Grade, Fall Term)

İLET219 Communication Research Methods

Emergence and development of epistemology. Developmental stages of methodology. Philosophical traditions that formed a basis for methodology. Relation between social sciences and methodology. Methods and techniques that used on social science studies. Empirical methodological tradition. Critical methodological tradition. Questionnaire technique, content analysis. Hermeneutic analysis techniques. Analysis techniques and methods in public relations research. Public relations research design development applications.

İLET203 Communications Law

Basic concepts of communications law. Development of communications law in several countries. Communications law in Turkey. Press freedom and first juristic practices. Censorship and law. Juridical regulation on press. Juridical regulation on radio and television. Cinema and law. Possible legal problems and solutions in public relations. The right to reply and right to rectify in the press.

HİT201 Integrated Marketing Communications

The concept of integrated marketing communications. The definition and development process of integrated marketing communication. Concepts such as sponsorship, sales promotion, digital and social media, direct marketing, personal sales, word of mouth marketing, advertising and public relations will be discussed under the roof of integrated marketing communication. Integrated marketing communications campaigns in Turkey and several countries.

İLET205 History of Communication

History of humanity and communication. Communication in first ages. Communication in ancient times. Development of communication technologies. Emergence and development of mass communication. Development of mass media in Turkey. Development of journalism. Development of radio. Emergence and development of agency journalism. Television era. Publishing in the digital era. Internet media. Analysis of the historical context of public relations within the history of communication.

İLET217 Professional English I

Development of ability to use of English on communication. Ability to use of English on professional field of communication. The use of English in public relations. Creating texts in English within the scope of public relations. Preparing press release in English. Preparing press announcement in English. Presentation practices in English.

İLET211 Basic Photography

Basic concepts of photography. Photography shooting techniques, types of photography, art photography, photojournalism, documentary photography. Framing in photography, depth of field, perspective and color settings.

İLET209 Social Psychology

Emergence and development of social psychology as a scientific discipline. Basic concepts and theories of

social psychology. Individual and society relation. Group and group dynamics. Group and society relation. Family. Attitude and perception. Attitude scales. Balance theories. Social psychology and communication. Corporate perception. Corporate productivity and motivation studies. Social psychology of public relations. Group dynamics studies and workplace productivity. Social psychology of the organization and efficiency. Mobbing and internal relations.

HIT203 Effective Communication and Presentation Techniques

This course aims to provide the knowledge and skills of preparing and presenting presentations to those who need presentations in effective communication processes and business life. Body language, posture, effective communication techniques, speaking and presentation skills in front of the target audiences.

FOURTH TERM (2nd Grade, Spring Term)

İLET216 Media Literacy

The course will cover fundamental theories and approaches related to literacy, media literacy, media literacy initiatives, new media literacy, and media literacy applications.

HİT202 Brand Communications

Definition of the concept of brand and its historical development process. Brand communication. Brand types (such as corporate, personal, city). The importance of the brand in public relations. Global brands and their public relations practices. Practices of brands in the context of globalization, localization and glocalization theories.

İLET204 Political Communication

Relation between politics and communication. Political systems and communication systems. Political structures and structuring of mass communication. Democracy and communication. Propaganda and persuasion techniques. Rhetoric. Political advertisement. Image and perception management. Public relations and political communication. Public relations as a contemporary field of implementation in political communication.

HİT204 Public Relations and Social Media

The aim of this course is to examine how image and reputation-oriented campaigns, which are motivated in public relations activities, take place in social media, and how new media are positioned to raise awareness and be distinctive on it. It will be analyzed what processes the social media, which will be evaluated through examples, involve in terms of reaching and influencing the target audiences.

HİT206 Public Relations and Advertising

The concept of advertising, definition, historical development processes and the place and importance of advertising in the market economy will be discussed. The different functions of advertising, advertising research, and different definitions gained by advertising channels will also be covered within this course.

RGPK104 Entrepreneurship and Project Culture

All stages of project preparation. To gain project planning and writing skills. Determining various project topics in public relations and turning them into projects. Development of research design, determination of data collection techniques, practice of data analysis.

İLET214 Professional English II

Effective use of English in public relations. Improving the skill of using English in public relations text writing. To gain the readability skills of English media texts. Improving the ability to prepare media content in English. Prepare a press release and press announcement in English. To teach effective presentation techniques in English.

FIFTH TERM (3rd Grade, Fall Term) Core

Courses

HİT301 Public Relations Campaigns 1

In the light of theoretic information in public relations, principles of a campaign design, planning and practice processes. Examples of public relations campaigns that implemented in different fields. Strategic planning and preparing campaign projects by using creative talents within subjects that students choose.

İLET303 Theories of Communication

Emergence and development of communication sciences. Analysis of liberal and critical paradigms in the field of communication sciences. Models, theories and approaches that developed within both paradigms. Effects of mass media. Political economy of communications, cultural studies. Media and interactionism. Relations of communication theories and public relations.

Electives

HİT351 Strategic Public Relations

Public relations and publicity as a strategy. Deep examination and case analysis of fundamental strategic public relations practices such as crisis communication, issue management, and corporate social responsibility. To determine appropriate strategies in order to raise the institutive efficiency. Appropriate strategy studies in public relations related to individual.

HİT353 Public Opinion Research

The concept of public opinion. The phenomenon of public and public opinion. Public sphere. History of public opinion research. Public opinion research in the world. Public opinion research in Turkey. Techniques and methods in public opinion research. The use of public opinion research in public relations.

HİT355 History of Public Relations

The emergence and development of public relations. The sociocultural, political and economic background of the emergence of public relations at the beginning of the 20th century. Development process of public relations education. Development of public relations as a scientific and implementation field.

HİT357 Public Relations Practices in Health Institutions

Definition and importance of public relations. Communication and public relations in health institutions. Relations with media in health institutions. Internal and external communication in health institutions. Health communication theories and models. Crisis management in health institutions. Corporate social responsibility projects in health institutions. Sponsorship in health institutions. Lobbying in health institutions. Health communication and ethics.

HİT359 Digital Marketing

The concept of marketing. The concept of digital. Types of digital marketing. Determination of digital marketing strategies. Digital marketing campaigns. Measurement of digital marketing campaigns.

HIT361 Public Diplomacy

Concept of public diplomacy at different theoretical perspectives. The meanings that emerge at the intersection of the concepts of public and diplomacy; theories. The emergence of public diplomacy and intercultural communication. The role of communication, media and public relations in diplomacy. Examination of global case studies in the context of public relations.

HIT363 Reputation Management

The concept of reputation. Relationship between stakeholders and corporation and importance of stakeholders to build corporate reputation. Relationship between corporate identity and corporate reputation. Corporate image and corporate reputation. Online reputation management.

HIT365 Publicity and Promotion Strategies

Image and reputation management and promotion activities are important in revealing different aspects of institutions and brands. In this course, the integrated marketing mix, which should be used according to the structure of the institution, its field of activity, size and other factors, is evaluated.

SIXTH TERM (3rd Grade, Spring Term)

Core Courses

HİT302 Public Relations Campaigns 2

Definition of public relations campaign. Types of public relations campaigns. Examples of public relations campaign from the world. Examples of public relations campaign from Turkey. Practices of public relations campaign. Field work. Workshop. Banners etc. Preparation of printed materials. Data collection and reviewing. Presentation and discussion.

HİT304 Public Relations Writing

The relationship between media and public relations. News writing techniques. Press release writing techniques. Press release writing for different channels. Press article writing techniques. Preparation of press kit.

Electives

HİT352 Event Management

The importance of event management in the field of public relations. The place and importance of the event in the perception of the corporation. Event and image management. The effect of event programs on the promotion and public relations of the corporation. Compliance of event planning with the goals and objectives of corporation or individuals. Event management as an important dimension of public relations planning.

HİT354 Sector Dynamics and Agency Management

Types of agencies. Organizational structure of public relations and advertising agencies. The daily routines of the departments in the agency, the way of doing business, theoretical structure of management processes. Transfer of practical knowledge about intellectual and creative processes and customer relationship management through practitioners in the sector.

HİT356 Creative Strategies in Public Relations

Definition and qualification of the concept of creative strategy. In general, the place and importance of creative strategies in communication. Public relations as a field and work that cares about creativity. The importance of creativity and creative strategies in planning and implementing public relations.

HİT358 Public Relations and Publicity in the Public Sector

Public institutions and public relations. The importance and necessity of public relations and publicity in the public sector. Image, perception and public relations in public institutions. The relationship between the institution and the target audience in the public sector. Public institutions, public responsibility and public relations.

HİT360 Public Relations Channels and Planning

The concept of media planning. Media planning processes. Media planning in digital media. Relationship between public relations and media planning. The differences of public relations and advertising in media planning. Public relations and media planning in digital media. Media measurement.

H1T362 Basic Design Practices in Public Relations

Finding out of imagination and skills of students along with introduction to professional graphic design world. Preparing experimental projects with creativity and new approaches. Use of design

techniques in public relations practices. Design and aesthetic in public relations. Use of design applications in public relations.

HİT364 Corporate Communications

The aim of this course is to understand the concept of corporate communication, its theoretical background, strategic role and specialization areas. What is corporate communication? The concept of Corporation, its functions and features. Corporate identity, culture and image. Internal communication. Public relations and corporate communication. Examples of corporate communications campaign from Turkey and several countries.

SEVENTH TERM (4th Grade, Fall Term)

Core Courses

HİT491 Graduation Project I

In consideration of four years, realization of a research design on communication field. Determination of research subject. Determination of research methods and techniques. Data collection and analyzing.

İLET401 Communication and Ethics

The origin and thought of ethics. The importance of ethics in communication fields. The ethics of communication in Turkey. Ethical approaches in press, television and internet broadcasting.

Electives

HİT451 Public Relations and Crisis Management

Studies for abolishing unexpected and unpredictable situations that threatens current situation in public relations and corporations. Different types of crisis, approaches and practices of crisis management.

HİT453 Public Relations and Publicity in the Private Sector

Private institutions and public relations. The importance and necessity of public relations and publicity in the private sector. Image, perception and public relations in private institutions. The relationship between the institution and the target audience in the private sector. Private institutions, social responsibility implementations and public relations.

HİT455 Personal Branding

Basic aims and benefits of branding. The differentiation needs of individuals from other individuals and the concept of personal branding. Determination of personal values, skills and goals. Personal infrastructure; authenticity, mission and sustainability. Management of personal image. Online management of digital security and personal reputation. Communication strategies and the use of new media in personal branding.

HİT457 International Communication and Public Relations

Definition of international public relations and its features. The emergence of the international public relations, its development and present situation. Diplomacy. International protocol. International image management. International public opinion and orientation.

HİT459 Critical Approaches to Public Relations

Evaluation of mainstream public relations studies with critical view. Critical theory and public relations. Critical social thinking and public relations. Relations of public relations and ethical values. Planning and practicing public relations activities according to social, financial, cultural and vital changes.

Investigating interactive public relations examples within the framework of the Internet and new technologies.

HİT461 Advanced Design Practices in Public Relations

Social media advertising applications of current design programs (Adobe Illustrator, Adobe Photoshop CC) that

used in the field of communication, color, texture, drawing / illustration, perspective, creating a suitable composition for advertisement, design practices in the context of creative strategy in public relations campaign (poster, storyboard, billboard, etc.).

HIT463 Brand Readings

The concept of brand. Evaluation of studies on traditional and digital marketing in the concept of brand. Presentation of current researches about the brand to students.

HIT465 Human Resources Management

Definition and character of human resources. Entities of human resources and its actions in public sector and private sector organizations. Organizational productivity and human resources. Business performance of individuals and human resources.

EIGHTH TERM (4th Grade, Spring Term)

Core Courses

HİT492 Graduation Project II

After completed research design phase, the transformation of the findings, conclusion and proposal into thesis text.

HİT402 INTERNSHIP

It is aimed that students gain experience in order to develop their professional career fields according to their interests.

ISG490 Occupational Health and Safety in Communications

The purpose and importance of occupational health and safety in the field of communication, its historical development; basic concepts in occupational health and safety, examples of practices in Turkey and the precaution that taken on the basis of law. In the case of stress, discrimination and oppression in film sets, natural disaster situations, war correspondence, filming and making news in terrorism zones, and in busy working hours in advertising agencies; risks in computer, laboratory and studio use and employer responsibilities. International conventions on occupational health and safety for communications employees, joint decisions of the European Union.

Electives

HİT452 Lobbying

Concept of lobbying. Importance of lobbying as a field of public relations. Types and methods of lobbying and lobbying in national and international scales. Historical development of lobbying, how lobbying became important and why it is using effectively in the USA, differences between the USA and Europe.

HİT454 Corporate Social Responsibility

The concept of corporate social responsibility and its relationship with other concepts. Example of corporate social responsibility practices. Designing corporate social responsibility projects. Implementation strategies of corporate social responsibility projects. Creation of corporate social responsibility projects.

HİT456 Protocol Management

The definition and importance of protocol. Protocol Rules. Social behavior in business and private life. Protocol rules that applied in institutions and organizations. Official ceremonies organizations. Protocol rules to be applied in corporate events. Rules to be considered in invitations and banquets. Protocol rules in written and oral communication. Costume protocol.

HİT458 Public Relations and Ethics

Relations of public relations and ethics. Honesty in public relations studies. Reality in public relations studies. Social responsibility and public morality.

HİT460 Organizational Behaviour

The concept of organizational behavior. Examining the formation process of organizational behavior. The importance of organizational behavior. Organizational behavior and motivation. Organizational behavior and leadership.

HİT462 Current Approaches in Public Relations

Investigation of current approaches in the field of public relations. Discussing and presenting current issues in public relations.

HIT464 Digital Public Relations

The aim is to examine the function, purpose, tools, and implementation methods of public relations in the digital world, along with the key elements of online corporate reputation management, within the context of various techniques.

FACULTY ELECTIVE FOREIGN LANGUAGE COURSES

ILET353 English Communication Skills

In this course, which aims to improve communication skills in English, students will be directed to practices that improve their communication skills such as speaking in the classroom, asking questions, and conducting interviews.

ILET352 English Presentation Skills

In this course, which aims to improve English presentation skills, students will develop basic skills such as applying storytelling techniques to complex topics and creating slides that can make the presentation more understandable. Within the scope of the course, students will prepare presentations on various topics and present them in front of the class.

Foreign Language Elective Courses

| Fall | | | | | Spring | | | | | | |
|-------------|-----------|---|---|---|---------------|--------|------------|---|---|---|---|
| İSP123 | Spanish I | 3 | 0 | 3 | 5 | İSP124 | Spanish II | 3 | 0 | 3 | 5 |
| ARA123 | Arabic I | 3 | 0 | 3 | 5 | ARA124 | Arabic II | 3 | 0 | 3 | 5 |
| ÇİN123 | Chinese I | 3 | 0 | 3 | 5 | ÇİN124 | Chinese II | 3 | 0 | 3 | 5 |
| RUS123 | Russian I | 3 | 0 | 3 | 5 | RUS124 | Russian II | 3 | 0 | 3 | 5 |

