

**Üsküdar University**  
**Faculty of Communication**  
**Public Relations and Publicity Department**  
**Pedagogical Formation Programme**

1. YEAR											
Fall (1st Term)						Spring (2nd Term)					
Code	Course	T	P	C	ETCS	Code	Course	T	P	C	ETCS
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
RPS1109	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
RPF101	Introduction to Education	3	0	3	4	RPF102	Classroom Management	2	0	2	3
<b>Total Credit</b>		<b>22</b>	<b>2</b>	<b>23</b>	<b>34</b>	<b>Total Credit</b>		<b>21</b>	<b>2</b>	<b>22</b>	<b>33</b>
2. YEAR											
Fall (3rd Term)						Spring (4th Term)					
Code	Course	T	P	C	ETCS	Code	Course	T	P	C	ETCS
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						
<b>Total Credit</b>		<b>20</b>	<b>6</b>	<b>23</b>	<b>30</b>	<b>Total Credit</b>		<b>17</b>	<b>4</b>	<b>19</b>	<b>30</b>
3. YEAR											
Fall (5th Term)						Spring (6th Term)					
Code	Course	T	P	C	ETCS	Code	Course	T	P	C	ETCS
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
RPF103	Educational Psychology	3	0	3	4	RPF104	Measurement and Evaluation in Education	3	0	3	4
RPF105	Teaching Principles and Methods	3	0	3	4	RPF106	Special Teaching Methods	3	0	3	4
<b>Total Credit</b>		<b>17</b>	<b>2</b>	<b>18</b>	<b>30</b>	<b>Total Credit</b>		<b>17</b>	<b>2</b>	<b>18</b>	<b>30</b>
4. YEAR											
Fall (7th Term)						Spring (8th Term)					
Code	Course	T	P	C	ETCS	Code	Course	T	P	C	ETCS
HIT491	Graduation Project I	1	4	3	10	HIT492	Graduation Project II	1	4	3	10
ILET401	Communication and Ethics	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	Department Elective	3	0	3	4	XXXXXX	Department Elective	3	0	3	4
RPF107	Instructional Technologies	3	0	3	4	RPF108	Guidance and Special Education	3	0	3	4
RPF112	Teaching Practice	1	8	5	10						
XXXXXX	Faculty Elective	3	0	3	4						
<b>Total Credit</b>		<b>17</b>	<b>12</b>	<b>23</b>	<b>40</b>	<b>Total Credit</b>		<b>12</b>	<b>4</b>	<b>14</b>	<b>25</b>
ELECTIVES											
3. YEAR DEPARTMENT ELECTIVES											
Fall (5th Term)						Spring (6th Term)					
Code	Course	T	P	C	ETCS	Code	Course	T	P	C	ETCS
HIT351	Strategic Public Relations	3	0	3	4	HIT352	Event Management	3	0	3	4
HIT353	Public Opinion Researches	3	0	3	4	HIT354	Sector Dynamics and Agency Management	3	0	3	4

HIT355	History of Public Relations	3	0	3	4	HIT356	Creative Strategies in Public Relations	3	0	3	4
HIT357	Public Relations Practices in Health Institutions	3	0	3	4	HIT358	Public Relations and Publicity in the Public Sector	3	0	3	4
HIT359	Digital Marketing	3	0	3	4	HIT360	Public Relations Channels and Planning	3	0	3	4
HIT361	Public Diplomacy	3	0	3	4	HIT362	Basic Design Practices in Public Relations	2	2	3	4
HIT363	Reputation Management	3	0	3	4	HIT364	Corporate Communications	3	0	3	4
HIT365	Publicity and Promotion Strategies	3	0	3	4						

#### 4. YEAR DEPARTMENT ELECTIVES

Fall (7th Term)						Spring (8th Term)					
HIT451	Public Relations and Crisis Management	3	0	3	4	HIT452	Lobbying	3	0	3	4
HIT453	Public Relations and Publicity in the Private Sector	3	0	3	4	HIT454	Corporate Social Responsibility	3	0	3	4
HIT455	Personal Branding	3	0	3	4	HIT456	Protocol Management	3	0	3	4
HIT457	International Communication and Public Relations	3	0	3	4	HIT458	Public Relations and Ethics	3	0	3	4
HIT459	Critical Approaches to Public Relations	3	0	3	4	HIT460	Organizational Behavior	3	0	3	4
HIT461	Advanced Design Practices in Public Relations	2	2	3	4	HIT462	Current Approaches in Public Relations	3	0	3	4
HIT463	Brand Readings	3	0	3	4	HIT464	Digital Public Relations	3	0	3	4
HIT465	Human Resources Management	3	0	3	4						

#### UNIVERSITY ELECTIVES ( FOREIGN LANGUAGE )

ISP123	Spanish I	3	0	3	5	ISP124	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

<b>Total Credit for Graduation*</b>		159
ETCS Credits		251
Electives Courses ECTS		36

