

Üsküdar University
Faculty of Communication
Advertising Department
Pedagogical Formation
Programme

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
RFP101	Intoduction to Education	3	0	3	4	RPF102	Classroom Management	2	0	2	3
Total Credit		22	2	23	34	Total Credit		21	2	22	33
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
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
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	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	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						
Total Credit		17	12	22	39	Total Credit		12	4	14	25
ELECTIVES											
3. YEAR DEPARTMENT ELECTIVES											
Fall (5th Term)						Spring (6th Term)					
Code	Course	T	P	C	ECTS	Code	Course	T	P	C	ECTS
REK351	Strategic Research in Advertising	3	0	3	4	REK352	Political Advertising	3	0	3	4
REK353	Advertising Language	3	0	3	4	REK354	Image and Perception Management	3	0	3	4
REK355	Consumer Behaviour	3	0	3	4	REK356	Neuromarketing	3	0	3	4
REK357	Consumer Society	3	0	3	4	REK358	Gender Representation in Advertising	3	0	3	4

REK359	Scriptwriting in Advertising	3	0	3	4	REK360	Innovative and Creative Thinking Techniques	3	0	3	4
REK361	Talent Management	3	0	3	4	REK362	New Media and Advertising	3	0	3	4
REK363	Photoshop Practices in Advertising	2	2	3	4	REK364	Advertising History	3	0	3	4
REK365	Types of Advertising	3	0	3	4	REK366	Advertising Film Production	2	2	3	4
REK367	Advertising Sociology	3	0	3	4	REK368	Storytelling in Advertising	3	0	3	4
4. YEAR DEPARTMENT ELECTIVES											
Fall (7th Term)						Spring (8th Term)					
REK451	Advertising Photography	2	2	3	4	REK452	Political Communication Campaigns	3	0	3	4
REK453	Advertising Ethics	3	0	3	4	REK454	International Advertising	3	0	3	4
REK455	Advertising Psychology	3	0	3	4	REK456	Advertising and Marketing	3	0	3	4
REK457	Screenwriting in Commercials	3	0	3	4	REK458	Media Channels and Advertisement	3	0	3	4
REK459	Selected Topics in Advertising	3	0	3	4	REK460	Persuasion Theories and Advertising	3	0	3	4
REK461	Advertising Workshop	3	0	3	4	REK462	Critical Advertising Analysis	3	0	3	4
REK463	Sales Promotion Strategies in Advertising	3	0	3	4	REK464	Campaign Practices in Advertising	3	0	3	4
REK465	Advertising Agency 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

Total Credit for Graduation*		159
ECTS Credits		251
Electives Courses ECTS		36

