

Uskudar University
Faculty of Communication
Advertising Department

1. YIL													
Fall (1st Term)							Spring (2st 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	Pozitive Psychology and Communication Skills	3	0	3	5	ING104	English II	3	0	3	2		
ING103	English I	3	0	3	2	TURK104	Turkish Language II	2	0	2	2		
TURK103	Turkish Language I	2	0	2	2	ATA104	Principles of Atatürk and History of Revolution II	2	0	2	2		
ATA103	Principles of Atatürk and History of Revolution I	2	0	2	2	SOS126	General Sociology	3	0	3	4		
RKUL103	University Culture I	0	2	1	4	RKUL104	University Culture II	0	2	1	4		
Total Credit		19	2	20	30	Total Credit		19	2	20	30		

2. YIL													
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		6	19	30			

3. YIL													
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	REK304	Media Planning	3	0	3	7		
REK303	Creativity in Advertising	3	0	3	7	REK306	Digital Advertising Practices	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. YIL													
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		

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	Yetenek Yönetimi	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	Reklam Türleri	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		
						REK370	Strategic Planning in Advertising	2	2	3	4		

4. YEAR DEPARTMENT ELECTIVES													
Fall (7th Term)							Spring (8th Term)						
Code	Course	T	P	C	ECTS	Code	Course	T	P	C	ECTS		
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 Adversiting 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						

FACULTY ELECTIVES (FOREIGN LANGUAGE)

ILET351	Writing Skills in English	3	0	3	4	ILET352	Presentation Skills in English	3	0	3	4
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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*		150
ECTS Credits		240
Electives Courses ECTS		60