Uskudar University Faculty of Communication Advertising Department

1. YEAR											
	Fall (1st Term)					Spring (2st 1	Term)				
Code	Course	т	Р	С	ECTS	Code	Course	Т	Р	С	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	Т	Р	С	ECTS	Code	Course	Т	Р	С	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			М			
Total Credit		20	6	23	30		Total Credit		6	19	30
3. YIL											
	Fall (5th Term)					Spring (6th	Term)				
Code	Course	Т	Р	С	ECTS	Code	Course	Т	Р	С	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	Offiversity Elective	18	0	18	30	Total Credit		18	0	18	30
4. YIL											
	Fall (7th Term)					Spring (8th	Term)				
Code	Course	т	Р	С	ECTS	Code	Course	Т	Р	С	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					Department Elective				4
		_		2	1			2	Λ	2	
XXXXXX	Faculty Elective		0	3	4	XXXXXX	'	3	0	3	_
	Familia Flaggion	3	0	3	4	xxxxxx	Department Elective	3	0	3	4
	Faculty Elective	3	0	3	4	XXXXXX	Department Elective Faculty Elective	3	0	3	4
Total Credit	Faculty Elective	_	0	3	4	xxxxxx	Department Elective Faculty Elective	3	0	3	4
Total Credit		3	0	3	4	XXXXXX	Department Elective Faculty Elective	3	0	3	4
Total Credit <u>ELECTIVES</u> 3. SINIE RÖLÜ	im secmeli ders listesi	3	0	3	4	XXXXXX XXXXXX Total Credit	Department Elective Faculty Elective	3	0	3	4
Total Credit ELECTIVES 3. SINIE RÖLÜ Fall (5th Tern	im secmeli ders listesi d	3 16	0 0 4	3 3 18	4 4 30	XXXXXX XXXXXX Total Credit	Department Elective Faculty Elective (6th Term)	3 3 12	0 0 4	3 3 14	4 4 30
Total Credit Code Total Credit Code	im secmeli ders listesi n) Course	3 16 T	0 0 4	3 3 18	4 4 30 ECTS	XXXXXX XXXXXX Total Credit Spring Code	Department Elective Faculty Elective (6th Term) Course	3 3 12	0 0 4	3 3 14	4 4 30
Total Credit ELECTIVES 3. SINIE RÖLÜ Fall (5th Tern Code REK351	im SECMELI DERS LISTESI n) Course Strategic Research in Advertising	3 16 T 3	0 0 4 P 0	3 3 18 C 3	4 4 30 ECTS 4	XXXXXX XXXXXX Total Credit Spring Code REK352	Department Elective Faculty Elective (6th Term) Course Political Advertising	3 3 12 T 3	0 0 4	3 3 14 C 3	4 4 30 ECTS 4
Total Credit ELECTIVES 3. SINIF RÖLÜ Fall (5th Tern Code REK351 REK353	im SECMELI DERS LISTESI n) Course Strategic Research in Advertising Advertising Language	3 16 T 3 3	0 0 4 P 0 0	3 3 18 C 3 3	4 4 30 ECTS 4 4	XXXXXX XXXXXX Total Credit Spring Code REK352 REK354	Department Elective Faculty Elective (6th Term) Course Political Advertising Image and Perception Management	3 3 12 T 3 3	0 0 4 P 0 0	3 3 14 C 3 3	4 4 30 ECTS 4 4
Total Credit 3 SINIE RÖLL Fall (5th Tern Code REK351 REK353 REK355	im SECMELI DERS LISTESI n) Course Strategic Research in Advertising Advertising Language Consumer Behaviour	3 16 T 3 3	0 0 4 P 0 0	3 3 18 C 3 3	4 4 30 ECTS 4 4	XXXXXX XXXXXX Total Credit Spring Code REK352 REK354 REK356	Department Elective Faculty Elective (6th Term) Course Political Advertising Image and Perception Management Neuromarketing	3 3 12 T 3 3	0 0 4 P 0 0	3 3 14 C 3 3 3	4 4 30 ECTS 4 4 4
Total Credit ELECTIVES 3. SINIF RÖLÜ Fall (5th Tern Code REK351 REK353	im SECMELI DERS LISTESI n) Course Strategic Research in Advertising Advertising Language	3 16 T 3 3	0 0 4 P 0 0	3 3 18 C 3 3	4 4 30 ECTS 4 4	XXXXXX XXXXXX Total Credit Spring Code REK352 REK354	Department Elective Faculty Elective (6th Term) Course Political Advertising Image and Perception Management	3 3 12 T 3 3	0 0 4 P 0 0	3 3 14 C 3 3	4 4 30 ECTS 4 4
Total Credit ELECTIVE 3 SINIE ROLL Fall (5th Tern Code REK351 REK353 REK355 REK357 REK359	Course Strategic Research in Advertising Advertising Language Consumer Behaviour Consumer Society Scriptwriting in Advertising	3 16 T 3 3 3 3 3 3	0 0 4 P 0 0 0 0	3 3 18 C 3 3 3 3	4 4 30 ECTS 4 4 4 4	XXXXXX XXXXXX Total Credit Spring Code REK352 REK354 REK356 REK358 REK360	Department Elective Faculty Elective (6th Term) Course Political Advertising Image and Perception Management Neuromarketing Gender Representation in Advertising Innovative and Creative Thinking Techniques	3 3 12 T 3 3 3 3	0 0 4 P 0 0 0 0	3 3 14 C 3 3 3 3	4 4 30 ECTS 4 4 4 4
Total Credit ELECTIVE 3. SINIE RÖLL Fall (5th Tern Code REK351 REK353 REK355 REK357 REK359 REK361	Course Strategic Research in Advertising Advertising Language Consumer Behaviour Consumer Society Scriptwriting in Advertising Yetenek Yönetimi	3 16 T 3 3 3 3 3 3 3	0 0 4 P 0 0 0 0	3 3 18 C 3 3 3 3 3	4 4 30 ECTS 4 4 4 4	XXXXXX XXXXXX Total Credit Spring Code REK352 REK354 REK356 REK358 REK360 REK360	Department Elective Faculty Elective (6th Term) Course Political Advertising Image and Perception Management Neuromarketing Gender Representation in Advertising Innovative and Creative Thinking Techniques New Media and Advertising	3 3 12 T 3 3 3 3 3	0 0 4 P 0 0 0 0	3 3 14 C 3 3 3 3 3	4 4 30 ECTS 4 4 4 4 4
Total Credit ELECTIVE 3. SINIE RÖLL Fall (5th Tern Code REK351 REK353 REK355 REK357 REK359 REK361 REK363	Course Strategic Research in Advertising Advertising Language Consumer Behaviour Consumer Society Scriptwriting in Advertising Yetenek Yönetimi Photoshop Practices in Advertising	3 16 T 3 3 3 3 3 3 2	P 0 0 0 0 0 0 0 0 2	3 3 18 C 3 3 3 3 3 3	4 4 30 ECTS 4 4 4 4 4	XXXXXX XXXXXX Total Credit Spring Code REK352 REK354 REK356 REK358 REK360 REK362 REK362 REK364	bepartment Elective Faculty Elective (6th Term) Course Political Advertising Image and Perception Management Neuromarketing Gender Representation in Advertising Innovative and Creative Thinking Techniques New Media and Advertising Advertising History	3 3 12 T 3 3 3 3 3 3	0 0 4 P 0 0 0 0	3 3 14 C 3 3 3 3 3 3 3	4 4 30 ECTS 4 4 4 4 4 4
Total Credit ELECTIVE 3. SINIE RÖLL Fall (5th Tern Code REK351 REK353 REK355 REK357 REK359 REK361 REK363 REK363 REK363	Course Strategic Research in Advertising Advertising Language Consumer Behaviour Consumer Society Scriptwriting in Advertising Yetenek Yönetimi Photoshop Practices in Advertising Reklam Türleri	3 16 T 3 3 3 3 3 3 2 3	0 0 4 P 0 0 0 0 0 0	3 3 18 C 3 3 3 3 3 3 3 3	4 4 30 ECTS 4 4 4 4 4 4	XXXXXX XXXXXX Total Credit Spring Code REK352 REK354 REK356 REK358 REK360 REK362 REK364 REK364 REK366	Department Elective Faculty Elective (6th Term) Course Political Advertising Image and Perception Management Neuromarketing Gender Representation in Advertising Innovative and Creative Thinking Techniques New Media and Advertising Advertising History Advertising Film Production	3 3 12 T 3 3 3 3 3 3 3 2	0 0 4 P 0 0 0 0 0 0	3 3 14 C 3 3 3 3 3 3 3 3 3 3	4 4 30 4 4 4 4 4 4 4
Total Credit ELECTIVE 3. SINIE RÖLL Fall (5th Tern Code REK351 REK353 REK355 REK357 REK359 REK361 REK363	Course Strategic Research in Advertising Advertising Language Consumer Behaviour Consumer Society Scriptwriting in Advertising Yetenek Yönetimi Photoshop Practices in Advertising	3 16 T 3 3 3 3 3 3 2	P 0 0 0 0 0 0 0 0 2	3 3 18 C 3 3 3 3 3 3	4 4 30 ECTS 4 4 4 4 4	XXXXXX XXXXXX Total Credit Spring Code REK352 REK354 REK356 REK358 REK360 REK362 REK364 REK366 REK366 REK366 REK368	Department Elective Faculty Elective (6th Term) Course Political Advertising Image and Perception Management Neuromarketing Gender Representation in Advertising Innovative and Creative Thinking Techniques New Media and Advertising Advertising History Advertising Film Production Storytelling in Advertising	3 3 12 T 3 3 3 3 3 3 3 2	0 0 4 P 0 0 0 0 0 0 0	3 3 14 C 3 3 3 3 3 3 3 3 3 3	4 4 30 4 4 4 4 4 4 4 4 4 4
Total Credit Salvis Roll Fall (5th Tern Code REK351 REK353 REK355 REK357 REK359 REK361 REK363 REK363 REK363 REK365 REK367	Course Strategic Research in Advertising Advertising Language Consumer Behaviour Consumer Society Scriptwriting in Advertising Yetenek Yönetimi Photoshop Practices in Advertising Reklam Türleri Advertising Sociology	3 16 T 3 3 3 3 3 3 2 3	0 0 4 P 0 0 0 0 0 0	3 3 18 C 3 3 3 3 3 3 3 3	4 4 30 ECTS 4 4 4 4 4 4	XXXXXX XXXXXX Total Credit Spring Code REK352 REK354 REK356 REK358 REK360 REK362 REK364 REK364 REK366	Department Elective Faculty Elective (6th Term) Course Political Advertising Image and Perception Management Neuromarketing Gender Representation in Advertising Innovative and Creative Thinking Techniques New Media and Advertising Advertising History Advertising Film Production	3 3 12 T 3 3 3 3 3 3 3 2	0 0 4 P 0 0 0 0 0 0	3 3 14 C 3 3 3 3 3 3 3 3 3 3	4 4 30 4 4 4 4 4 4 4
Total Credit ELECTIVE 3. SINIE RÖLÜ Fall (5th Tern Code REK351 REK353 REK355 REK357 REK359 REK361 REK363 REK363 REK365 REK367	Course Strategic Research in Advertising Advertising Language Consumer Behaviour Consumer Society Scriptwriting in Advertising Yetenek Yönetimi Photoshop Practices in Advertising Reklam Türleri Advertising Sociology	3 16 T 3 3 3 3 3 3 2 3	0 0 4 P 0 0 0 0 0 0	3 3 18 C 3 3 3 3 3 3 3 3	4 4 30 ECTS 4 4 4 4 4 4	XXXXXX XXXXXX Total Credit Spring Code REK352 REK354 REK356 REK358 REK360 REK362 REK364 REK366 REK368 REK366 REK368 REK370	bepartment Elective Faculty Elective (6th Term) Course Political Advertising Image and Perception Management Neuromarketing Gender Representation in Advertising Innovative and Creative Thinking Techniques New Media and Advertising Advertising History Advertising Film Production Storytelling in Advertising Strategic Planning in Advertising	3 3 12 T 3 3 3 3 3 3 3 2	0 0 4 P 0 0 0 0 0 0 0	3 3 14 C 3 3 3 3 3 3 3 3 3 3	4 4 30 4 4 4 4 4 4 4 4 4 4
Total Credit Strike Roll From Code REK351 REK353 REK355 REK357 REK359 REK361 REK363 REK363 REK365 REK367 4. YEAR DEPA Fall (7th Term	Course Strategic Research in Advertising Advertising Language Consumer Behaviour Consumer Society Scriptwriting in Advertising Yetenek Yönetimi Photoshop Practices in Advertising Reklam Türleri Advertising Sociology	3 16 T 3 3 3 3 3 3 3 2 3 3 3	P O O O O O O O O O O O O O O O O O O O	3 3 18 C 3 3 3 3 3 3 3 3 3 3 3 3 3	ECTS 4 4 4 4 4 4 4 4 4 4	XXXXXX XXXXXX Total Credit Spring Code REK352 REK354 REK356 REK358 REK360 REK362 REK364 REK366 REK368 REK3670 Spring (8th	Department Elective Faculty Elective (6th Term) Course Political Advertising Image and Perception Management Neuromarketing Gender Representation in Advertising Innovative and Creative Thinking Techniques New Media and Advertising Advertising History Advertising Film Production Storytelling in Advertising Strategic Planning in Advertising	T 3 3 3 3 3 3 3 2 2 3 2 2	P 0 0 0 0 0 0 0 0 0 2 2 0 2	3 3 14 C 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	4 4 30 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
Total Credit ALECTIVE 3 SINIE RÖLL Fall (5th Tern Code REK351 REK353 REK355 REK357 REK359 REK361 REK363 REK363 REK365 REK367 4. YEAR DEPA Fall (7th Tern REK451	Course Strategic Research in Advertising Advertising Language Consumer Behaviour Consumer Society Scriptwriting in Advertising Yetenek Yönetimi Photoshop Practices in Advertising Reklam Türleri Advertising Sociology	3 16 T 3 3 3 3 3 3 2 3 3 3 2 2	P P O O O O O O O O O O O O O O O O O O	3 3 18 C 3 3 3 3 3 3 3 3 3 3	ECTS 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	XXXXXX XXXXXX Total Credit Spring Code REK352 REK354 REK356 REK358 REK360 REK362 REK364 REK366 REK368 REK370 Spring (8th REK452	bepartment Elective Faculty Elective (6th Term) Course Political Advertising Image and Perception Management Neuromarketing Gender Representation in Advertising Innovative and Creative Thinking Techniques New Media and Advertising Advertising History Advertising Film Production Storytelling in Advertising Strategic Planning in Advertising Term) Political Communication Campaigns	T 3 3 3 3 3 3 2 2 3 3 2 2	0 0 4	C C 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
Total Credit 3. SINIE RÖLL FAMILE RÖLL FAMILE RÖLL FAMILE RÖLL FAMILE RÖLL FAMILE REK351 REK353 REK355 REK357 REK359 REK361 REK363 REK365 REK367 4. YEAR DEPARATE FAMILE REK451 REK451 REK453	Course Strategic Research in Advertising Advertising Language Consumer Behaviour Consumer Society Scriptwriting in Advertising Yetenek Yönetimi Photoshop Practices in Advertising Reklam Türleri Advertising Sociology	T 3 3 3 3 3 3 3 2 3 3 3 3 3 3 3 3 3 3 3	P 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	3 3 18 C C 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	ECTS 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	XXXXXX XXXXXX Total Credit Spring Code REK352 REK354 REK356 REK356 REK360 REK362 REK364 REK366 REK368 REK370 Spring (8th REK452 REK454	bepartment Elective Faculty Elective (6th Term) Course Political Advertising Image and Perception Management Neuromarketing Gender Representation in Advertising Innovative and Creative Thinking Techniques New Media and Advertising Advertising History Advertising Film Production Storytelling in Advertising Strategic Planning in Advertising Political Communication Campaigns International Advertising	T 3 3 3 3 3 3 3 2 3 3 2 3 3 3 3 3 3 3 3	0 0 4 P 0 0 0 0 0 0 0 2 0 2	3 3 14 C 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
Total Credit ELECTIVE 3. SINIE RÖLÜ Fall (5th Tern Code REK351 REK353 REK355 REK357 REK359 REK361 REK363 REK365 REK367 4. YEAR DEPA Fall (7th Tern REK451 REK453 REK453 REK455	Course Strategic Research in Advertising Advertising Language Consumer Behaviour Consumer Society Scriptwriting in Advertising Yetenek Yönetimi Photoshop Practices in Advertising Reklam Türleri Advertising Sociology RTMENT ELECTIVES n) Advertising Photography Advertising Ethics Advertising Psychology	T 3 3 3 3 3 3 2 3 3 3 3 3 3 3 3 3 3 3 3	P 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	3 3 18 C C 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	ECTS 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	XXXXXX XXXXXX Total Credit Spring Code REK352 REK354 REK356 REK356 REK360 REK362 REK364 REK366 REK368 REK370 Spring (8th REK452 REK454 REK456	bepartment Elective Faculty Elective (6th Term) Course Political Advertising Image and Perception Management Neuromarketing Gender Representation in Advertising Innovative and Creative Thinking Techniques New Media and Advertising Advertising History Advertising Film Production Storytelling in Advertising Strategic Planning in Advertising Term) Political Communication Campaigns International Advertising Advertising and Marketing	3 3 12 T 3 3 3 3 3 3 2 3 2	0 0 4 P 0 0 0 0 0 0 0 2 0 2	C 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
Total Credit ELECTIVE 3. SINIE RÖLÜ Fall (5th Tern Code REK351 REK353 REK355 REK357 REK359 REK361 REK363 REK363 REK365 REK367 4. YEAR DEPA Fall (7th Tern REK451 REK453	Course Strategic Research in Advertising Advertising Language Consumer Behaviour Consumer Society Scriptwriting in Advertising Yetenek Yönetimi Photoshop Practices in Advertising Reklam Türleri Advertising Sociology	T 3 3 3 3 3 3 3 2 3 3 3 3 3 3 3 3 3 3 3	P 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	3 3 18 C C 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	ECTS 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	XXXXXX XXXXXX Total Credit Spring Code REK352 REK354 REK356 REK356 REK360 REK362 REK364 REK366 REK368 REK370 Spring (8th REK452 REK454	bepartment Elective Faculty Elective (6th Term) Course Political Advertising Image and Perception Management Neuromarketing Gender Representation in Advertising Innovative and Creative Thinking Techniques New Media and Advertising Advertising History Advertising Film Production Storytelling in Advertising Strategic Planning in Advertising Political Communication Campaigns International Advertising	T 3 3 3 3 3 3 3 2 3 3 2 3 3 3 3 3 3 3 3	0 0 4 P 0 0 0 0 0 0 0 2 0 2	3 3 14 C 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 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
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