Üsküdar University
Faculty of Communication
Public Relations and Publicity Department

1. YEAR

Fall (1st Term)					Spring (2nd Term)				
Code	Course Name	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
RPSI109	Positive Psychology and Communication Skills	3	0	3	5	ING104	English II	2	0	2	2
ING103	English I	2	0	2	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		**18**	**2**	**19**	**30**	**Total Credit**		**18**	**2**	**19**	**30**

Note: Columns for Spring term are Code | Course Name | T | P | C | ETCS

2. YEAR

Fall (3rd Term) Code	Course Name	T	P	C	ETCS	Spring (4th Term) Code	Course Name	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						
Total Credit		**20**	**6**	**23**	**30**	**Total Credit**		**4**	**19**	**30**	

3. YEAR

Fall (5th Term) Code	Course Name	T	P	C	ETCS	Spring (6th Term) Code	Course Name	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
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		**17**	**2**	**18**	**30**	**Total Credit**		**17**	**2**	**18**	**30**

4. YEAR

Fall (7th Term) Code	Course Name	T	P	C	ETCS	Spring (8th Term) Code	Course Name	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	HIT402	INTERNSHIP	0	0	0	5
XXXXXX	Department Elective	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	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**

ELECTIVE COURSES
3. YEAR DEPARTMENT ELECTIVE COURSE LIST

Fall (5th Term) Code	Course Name	T	P	C	ETCS	Spring (6th Term) Code	Course Name	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 ELECTIVE COURSE LIST

	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 Behaviour	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						
Faculty Electives (Foreign Languages)											
ILET351	Writing Skills in English	3	0	3	4	ILET352	Presantiton Skills in English	3	0	3	4
University Electives (Foreign Languages)											
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
CIN123	Chinese I	3	0	3	5	CIN124	Chinese II	3	0	3	5
RUS123	Russian I	3	0	3	5	RUS124	Russian II	3	0	3	5
JPN123	Japanese I	3	0	3	5	JPN124	Japanese II	3	0	3	5
ITL123	Italian I	3	0	3	5	ITL124	Italian II	3	0	3	5

Total Credit for Graduation*		148
ETCS Credits		240
Electives Courses ETCS		60