Uskudar University
Faculty of Communication
Advertising Department

1. YEAR

	Fall (1st Term)	T	P	C	ECTS		Spring (2st Term)	T	P	C	ECTS
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)	T	P	C	ECTS		Spring (4th Term)	T	P	C	ECTS
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)	T	P	C	ECTS		Spring (6th Term)	T	P	C	ECTS
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)	T	P	C	ECTS		Spring (8th Term)	T	P	C	ECTS
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
3. SINIF BÖLÜM SEÇMELİ DERS LİSTESİ

Fall (5th Term)		T	P	C	ECTS	Spring (6th Term)		T	P	C	ECTS
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)		T	P	C	ECTS	Spring (8th Term)		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
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
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
JAP123	Japanese I	3	0	3	5	JAP124	Japanese II	3	0	3	5
ITA123	Italian I	3	0	3	5	ITA124	Italian II	3	0	3	5

Total Credit for Graduation*		150
ECTS Credits		240
Electives Courses ECTS		60