

<b>USKUDAR UNIVERSITY</b> <b>PUBLIC RELATIONS AND ADVERTISING MASTER'S DEGREE PROGRAM (THESIS / NON-THESIS)</b> <b>2024-2025 ACADEMIC YEAR COURSE CURRICULUM</b>						
<b>1ST SEMESTER</b>						
COURSE CODE	COURSE NAME	TYPE	THEORY	APP	CREDIT	ECTS
SOB501	SCIENTIFIC RESEARCH METHODS AND ACADEMIC ETHICS	C	3	0	3	6
HIR503	COMMUNICATION THEORIES	C	3	0	3	6
HIRXXX	ELECTIVE	C	3	0	3	6
HIRXXX	ELECTIVE	E	3	0	3	6
HIRXXX	ELECTIVE	E	3	0	3	6
<b>TOTAL</b>			<b>15</b>	<b>0</b>	<b>15</b>	<b>30</b>
<b>2ND SEMESTER</b>						
COURSE CODE	COURSE NAME	TYPE	THEORY	APP	CREDIT	ECTS
HIR502	THEORETICAL APPROACHES IN ADVERTISING	C	3	0	3	6
HIR501	PUBLIC RELATIONS THEORIES	C	3	0	3	6
HIRXXX	ELECTIVE	E	3	0	3	6
HIRXXX	ELECTIVE	E	3	0	3	6
HIRXXX	ELECTIVE	E	3	0	3	6
<b>TOTAL</b>			<b>15</b>	<b>0</b>	<b>15</b>	<b>30</b>
<b>3RD SEMESTER</b>						
COURSE CODE	COURSE NAME	TYPE	THEORY	APP	CREDIT	ECTS
HIR600	THESIS 1	C	0	0	0	30
HIR506	SEMINAR (THESIS PROGRAM)	C	0	0	0	1
HIR604	GRADUATION PROJECT (NON-THESIS PROGRAM)	C	0	0	0	30
<b>TOTAL</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>31</b>
<b>4TH SEMESTER</b>						
COURSE CODE	COURSE NAME	TYPE	THEORY	APP	CREDIT	ECTS
HIR602	THESIS 2	C	0	0	0	30
<b>TOTAL</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>30</b>

ELECTIVE COURSES						
COURSE CODE	COURSE NAME	TYPE	THEORY	APP	CREDIT	ECTS
HIR523	CURRENT APPROACHES IN PUBLIC RELATIONS	E	3	0	3	6
HIR524	CURRENT APPROACHES IN ADVERTISING	E	3	0	3	6
HIR525	REPUTATION MANAGEMENT	E	3	0	3	6
HIR526	MEDIA PLANNING	E	3	0	3	6
HIR527	PUBLIC DIPLOMACY	E	3	0	3	6
HIR528	CORPORATE COMMUNICATION STUDIES	E	3	0	3	6
HIR529	DIGITALIZATION AND PUBLIC RELATIONS	E	3	0	3	6
HIR530	PERCEPTION MANAGEMENT STUDIES	E	3	0	3	6
HIR531	INTEGRATED MARKETING COMMUNICATIONS	E	3	0	3	6
HIR532	NEUROMARKETING STUDIES	E	3	0	3	6
HR533	NEUROMARKETING IN ADVERTISING AND PUBLIC RELATIONS	E	3	0	3	6
HIR534	HEALTH COMMUNICATION STUDIES	E	3	0	3	6
HIR535	ORGANIZATIONAL PSYCHOLOGY	E	3	0	3	6
HIR536	ADVERTISING PSYCHOLOGY	E	3	0	3	6
HIR537	INTERNATIONAL PUBLIC RELATIONS	E	3	0	3	6
HIR538	PUBLIC RELATIONS AND LOBBYING	E	3	0	3	6
HIR539	PUBLIC RESEARCH	E	3	0	3	6
HIR540	CRITICAL APPROACHES IN PUBLIC RELATIONS	E	3	0	3	6
HIR541	ADVERTISING MEDIA	E	3	0	3	6
HIR542	CONSUMER BEHAVIOR	E	3	0	3	6
HIR543	RHETORIC	E	3	0	3	6
HIR544	THEORIES OF PERSUASION	E	3	0	3	6
HIR545	PROPAGANDA TECHNIQUES	E	3	0	3	6
HIR546	BRAND DESIGN AND GAMIFICATION	E	3	0	3	6
HIR547	ADVERTISING CAMPAIGN DESIGN	E	3	0	3	6
HIR548	ETHICS IN PUBLIC RELATIONS AND ADVERTISING	E	3	0	3	6
HIR549	DIGITAL ADVERTISING APPLICATIONS	E	3	0	3	6
HIR550	DIGITAL PUBLIC RELATIONS APPLICATIONS	E	3	0	3	6
HIR551	CRISIS COMMUNICATIONS AND PUBLIC RELATIONS	E	3	0	3	6
HIR552	DIGITAL MARKETING APPLICATIONS	E	3	0	3	6
HIR553	GLOBALIZATION AND ADVERTISING	E	3	0	3	6
HIR554	TOURISM STUDIES	E	3	0	3	6
HIR556	BRAND MANAGEMENT	E	3	0	3	6
			<b>THEORY</b>	<b>APP</b>	<b>CREDIT</b>	<b>ECTS</b>
<b>GRAND TOTAL (NON-THESIS PROGRAM)</b>			<b>30</b>	<b>0</b>	<b>30</b>	<b>91</b>
<b>TOTAL (THESIS PROGRAM)</b>			<b>30</b>	<b>0</b>	<b>30</b>	<b>121</b>