MUNZUR UNIVERSITY
FACULTY OF COMMUNICATION
PUBLIC RELATIONS AND ADVERTISING
UNDERGRADUATE COURSE CONTENTS

1st SEMESTER COURSES (FALL)

TRD101 Turkish Language- I (2-0-2) 2

What is language? The place and importance of language as a social institution in national life; The place of Turkish language among world languages; development and historical periods of Turkish language; sounds in Turkish and their classification; Turkish sound features and rules about phonetics; syllable information. Turkish suffixes and their application; general information about essay; scheme and application to be used in writing essay; writing letter of application and CV; spelling and punctuation.

AİT101 Atatürk's Principles and History of Revolution - I (2-0-2) 2

The aim of learning Atatürk's Principles and History of Revolution and Concept of Revolution; The reasons that prepared the collapse of Ottoman Empire and the Turkish Revolution; The disintegration of the Ottoman Empire, the Tripoli War, the Balkan Wars, the First World War. Armistice of Mudros. State of the country and the reaction of Mustafa Kemal Pasha against the occupations, Mustafa Kemal Pasha's arrival to Samsun; The first step for the War of Independence that is organized through Amasya, Erzurum and Sivas congresses. National Forces and National Oath; Opening of the Grand National Assembly of Turkey; Grand National Assembly of Turkey's taking over the rule of the War of Independence; Treaty of Sevres; Political events until the Sakarya Victory; Military developments until the Battle of Sakarya; The Battle of Sakarya and The Great Attack; The Armistice of Mudanya; The Treaty of Lausanne.

YDİ101 English - I (3-0-3) 3

Greetings, names, and ages. Numbers. Days, months and seasons. This is ……, that is …..What time is it. Action in Progress, Who …….. ?, What …… ?, Where. Talking about present habits, ideas, opinions. Propositions of time: at, on, in; Talking about schedules and calendars. Abilities and inabilities: can, can't. A family tree. Possessive pronouns. Family

members. Obligations prohibitions and lack of necessity: must, mustn't. Obligations prohibitions and lack of necessity: don't/ doesn't have to.

DİJ111 Digital Literacy (2-0-2) 3
Within the scope of the course, subjects such as "internet technologies, portable technologies, social networks, technology, society and people, information ethics, technology and lifelong learning, cloud computing, technologies of the future" will be taught.

HİT101 Introduction to Public Relations (3-0-3) 8
Public relations is an application area that has been discussed frequently in recent years, developing and gaining new dimensions. It is one of the main objectives of the course to provide students with a general perspective on what public relations are. In this context it is aimed to examine subjects such as the definition of public relations, the importance of development in the world and Turkey, concepts of public relations, communication tools used in public relations, public relations applications, social responsibility, organizational culture, ethical issues, effective communication methods, corporate identity, reputation management and audience.

İLE101 Introduction to Communication (3-0-3) 8
It is aimed to give basic knowledge of communication science within the framework of communication history. In this context, basic concepts related to communication, their place and importance in social life are examined. The development of communication science, communication process and elements are also the subject of the course. System approach in the communication process, an overview of communication types, models, new theoretical studies in this field, comparison of different communication styles and basic communication skills in their use are discussed in detail.

İLE103 Sociology (3-0-3) 4
In this course, concepts such as the emergence and development of sociology in the world, the basic theories and approaches of sociology, sociology in Turkey and Turkish sociologist, the institution of the family, industrialization, migration, urbanization, public space, social institutions and religion will be discussed.

KPD Career Planning Course (2-0-2) 3

This course will cover topics such as the concept of career, career planning, the relationship between career planning and professional counseling, individual career development, types of resumes and resume preparation, job interviews, the career planning process, lifelong career planning, and career planning for retirement.

HİT105 Oral and Written Culture (2-0-2) 4

This course examines what oral culture is and its relationship with written culture. Oral culture narrative types will be examined using various sources, taking into account the historical process. The main objectives of the course are to provide students with basic knowledge about oral culture and narrative types; to encourage their participation in the course through compilations they will make in one of the narrative types of oral culture; to develop their oral and written expression skills; and to instill in them the habit of compiling and reviewing literature.

HİT107 Introduction to Law (3-0-3) 5

The Introduction to Law course will cover the definition of legal rules, their place in social order, and their distinguishing features from other social rules. The written and unwritten sources of positive law will be examined, and the application of laws in terms of time, place, and person will be emphasized. Within the scope of public law, fundamental branches of law such as constitutional law, administrative law, criminal law, tax law, and procedural law will be evaluated; within the scope of private law, civil law, contract law, commercial law, and private international law will be evaluated. The sanctions of legal rules and their function in terms of social order will be discussed; finally, general information will be provided on the functioning of the Turkish judicial system, judicial organs, and branches of the judiciary.

2ⁿᵈ SEMESTER COURSES (SPRING)

TRD102 Turkish Language - II (2-0-2) 2

Narrative forms in text; Story, depiction; Essay, article; Noun conjugation in Turkish; Verb conjugation in Turkish; Words in terms of meaning and function - nouns, adjectives, adverbs; Pronouns, verbs, prepositions; Elements of the sentence; Sentence analysis and its application; Reading and analyzing works related to literature world; Rhetorical practices; Rules to be followed in the preparation of scientific articles; Expert report; Spelling and punctuation.

AİT102 Atatürk's Principles and History of Revolution - II (2-0-2) 2

The strategy of the Turkish Revolution; Revolutions in the political field: Declaration of the republic, abolition of the caliphate; Terakkiperver Republic Party and Takrir-i Sükûn Period; Revolutions in the field of law; Revolutions in the field of education and culture; Revolutions in the field of economy; Multi-party implementation and some domestic political events; Social reforms; Turkish foreign policy in the Atatürk period; Turkish foreign policy between 1923-1932; Turkish foreign policy between 1932-1938; Atatürk's Principles: Republicanism, Nationalism, Populism, Statism, Secularism, Revolutionism.

YDİ102 English - II (3-0-3) 3

Possession (have, has got). There is, there are, quantitative adjectives. Prepositions (under, near, next ...). Making suggestions (let's, shall, would ...). Making suggestions (let's, shall, would ...). Asking for help (can you ...). Adverbs of Frequency (never, always, often ...). Present cont. Tense. General exercises on the previous subjects. General exercises on the previous subjects. Simple past tense. Exercises with regular and unregular verbs on Simple past tense. Past use of verb "to be" with affirmative, negative and interrogative forms. General revision and exercises.

HİT102 New Media (3-0-3) 8

The course provides a general perspective on the transition from traditional media to new media. Change, movement and transformation in communication technologies are the main subjects of the course. The development and social use of internet technology are also taken into consideration within the framework of the concept of new media. The emergence of the concept, the changing journalism culture and the radical change of traditional journalism by new media communication technologies are among the main topics of the course. In this context, the reliability of the news produced in new media, the development of the internet, social networking, web and mobile application software, digital content production, digital media (website, tablet magazine, news applications), internet advertising, search engines such as Google, micro-blogs constitutes the content of the course.

HİT104 Introduction to Advertising (3-0-3) 8

The course aims to teach general advertising information, advertising models and channels. The course provides an overview of the factors that affect the formation and planning of

advertising campaigns, as well as the functioning process of the advertisement and the advertising effect models, based on the advertising concepts, advertising environments, characteristics and communication relations. This communication mesh is expanded as the links of the main lines of advertising related advertiser, marketing mix, target audience, advertising campaigns, strategy, advertising writing.

İLE102 Computer (2-0-2) 2

Basic subjects such as computer units, parts, operating systems and databases, software types and what they are used for, teaching and application of MS Office programs (Word, Excel, Powerpoint, Outlook) constitute the course content.

İLE104 Political Science (2-0-2) 5

The content of the course contains the basic concepts of political science, the different meanings attributed to these concepts and theoretical viewpoints within the discipline. At the end of the course, students are expected to learn the basic concepts of political science, different approaches within the discipline and gain the ability to think critically.

HİT106 Basic Photography (3-0-3) 5

The Basic Photography course aims to provide students with a theoretical foundation covering fundamental information about the history, artistic, social, and cultural development of photography, as well as the media in which it is used today at both the individual and professional levels. It also aims to equip students with the technical and practical knowledge necessary to perform basic photography applications based on this information.

3rd SEMESTER COURSES (FALL)

HİT201 Text Writing in Public Relations (3-0-3) 6

The changes and consequences of Public Relations and Text Writing in the historical process, effective message creation process to influence and persuade target audiences to achieve planned goals, writing techniques according to the communication tools used in the field of public relations, writing techniques according to the communication tools used in the field of public relations, methods to improve writing competencies is included in the course. With Public Relations and Text Writing practices, it is aimed to provide the ability to report

concepts and events with students' own sentences and to have knowledge of different writing techniques for different communication tools.

HİT203 History of Communication (4-0-4) 6

The aim of the History of Communication course is to provide a critical perspective on the concept of history; to evaluate concepts such as information, communication, oral and written culture, mass media, and media, as well as related events and phenomena, within their social and historical contexts. Based on the idea that the history of communication should be evaluated within a general and comprehensive structure, the course aims to cover all means of communication from the past to the present, define concepts such as history, oral and written culture, and technological determinism, and convey information about economic, cultural, political, and social processes at the local, national, and transnational levels.

HİT205 Advertising Strategies (4-0-4) 4

The necessity to examine and criticize advertising strategies is based on the assumption that advertising is a persuasive form of communication. This argument includes not only determining the effects, goals and problems of communication, but also the need to produce solutions to problems, the development of effective advertising and the conceptual framework for this. In this context, the course examines advertising strategies, fundamentals of brand placement and their organic relationship with message strategies.

İLE201 Research Methods in Social Sciences (3-0-3) 4

Science and research concepts, basic features of the research; quantitative and qualitative research methods, scientific research steps and models, data collection and analysis, writing reports and the use of research results constitute the scope of the course. The main purpose of the course is to provide students with general information about methodology and to contribute to the definition of basic orientations and approaches in social sciences.

İLE203 Economy (2-0-2) 3

The aim of the course is to provide the student with the basic concepts and tools of economic analysis, to enable the student to think about real-world problems in relation to economics. The focus is to examine the conceptual foundations of economics. The course covers topics such as basic economic definitions, methodology, economic graphs, demand and consumer analysis.

HİT207 Interpersonal Communication (3-0-3) 4

Subject, field and methods of interpersonal communication, the place of interpersonal communication among other types of communication, elements that are effective in the interpersonal communication process, personality traits of people and people, factors that reveal and affect interpersonal communication, fundamentally encountered problems and their solutions, formation and development of personality traits in normality and abnormality dimension, interpersonal communication models, interpersonal communication conflicts and related solutions, topics such as how an effective interpersonal communication should be, methods and techniques to increase effectiveness in interpersonal communication, and creating different communication strategies constitute the course contents.

HİT209 Contemporary Art Movements (3-0-3) 3

In this course, periods and trends will be examined within the framework of the basic concepts of art history, period comparisons will be made and will be explained in detail in the context of works of art and artists. The foundation and development process of Art History and its relations with other art branches will be emphasized. General information about the historical development of art in Turkey and Turkish artists working in the field will be given.

HİT211 Consumer Behavior (3-0-3) 3

The aim of this course is to enable students to understand consumer behavior from a marketing perspective. Understanding who the consumer is and what consumption decision-making models are, understanding basic concepts such as perception, learning, communication, motivation, personality, and attitude formation that are important in consumption decisions, and learning the research techniques required to investigate the problems identified in the course.

HİT213 Professional English – I (3-0-3) 3

This course aims to teach basic English concepts and terms in the field of public relations and promotion. Students will work on basic language structures used in professional correspondence, e-mail and press release preparation, and internal and external communication. Additionally, the course will focus on presentation skills used in public relations activities, short text analysis, and developing sector-specific vocabulary. The course aims to enable students to use English correctly and effectively in a professional context.

HİT202 Corporate Communication Management (3-0-3) 4

The content of this course consists of basic concepts and topics of corporate communication. Functions, strategies, principles of corporate communication, the formation processes of the corporate communication mechanism, the role of corporate communication in the success of organizations, the importance of corporate communication in the relations of the institution with its stakeholders and in the maintenance of these relations, effective communication strategy and in-house communication studies for institutions are the study subjects of the course. It will also be taught how to prepare a corporate communication plan practically. It is aimed to discuss the scope of organizational communication, management communication, marketing communication and the communication studies within this scope and the relations of these studies with the issue of corporate reputation and image.

HİT204 Digital Public Relations and Advertising (4-0-4) 6

This course will focus on the technical knowledge, methods, and applications used in the transition from traditional public relations and advertising to digital public relations and advertising. In this context, the concept of digital public relations and advertising, types and scope of digital communication, internet-based public relations and advertising, augmented and virtual reality technologies used in public relations and advertising, the relationship between public relations and advertising and the Metaverse, and current applications will be evaluated.

HİT206 Copywriting (4-0-4) 4

This course covers topics such as the production process of an advertisement in an advertising agency, the stages of writing an advertisement, techniques of writing advertisement text in different communication tools, creative process theories and strategies, and the responsibilities of the advertising writer. As a result of the technical information learned in the course, students will be asked to find and develop a creative idea and to put it into practice.

HİT208 Marketing Communication (3-0-3) 4

Researching the contribution of an institution or organization to brand value and marketing models, advertising, public relations, marketing communication concept and definition,

promotion, sponsorship, direct marketing, e-communication and sales strategies separately and in relation to each other constitute the course content.

HİT210 Social Psychology (3-0-3) 5

The main purpose of this course is to introduce the basic concepts and theories of social psychology and to address the problems of the dominant scientific paradigm in the field of social psychology and the possibilities of critical social psychology. Topics such as introduction to the basic concepts of social psychology, attitude, perception, motive, propaganda, communication, roles, group, socialization, culture, personality, language, social psychology theories, problems of the dominant scientific paradigm in social psychology, development of attitude scales, inter-human interaction, group structure and norms, collective interaction and social movements, and urban and environmental psychology are included in the course.

HİT212 Statistics (2-0-2) 4

The course covers the basic concepts and subjects of statistics, how to interpret numerical indicators, how to summarize all kinds of data with tables and graphs, the importance of statistics in terms of science, government administration, business life and individuals will be discussed. The Concept of Statistics and its Historical Development, Basic Concepts, Measurement and Scales, Collection of Statistical Data, Central Tendency Measures, Ratios and Percentages, and Measures of Change constitute the course content.

İLE202 Political History of Turkey (2-0-2) 3

In this course, important events and developments of Turkey's political life, its main currents of thought and institutions taking part in the political life of Turkey Information is taught. The course includes topics such as the development of Turkish political life, the concept of political communication, theories of democracy, political participation in the democratic system, political actors, representation and media, civil society and media, based on the basic concepts and resources related to the subject.

HİT214 Professional English – II (3-0-3) 3

This course aims to advance students' professional English language skills. English-language resources related to the fundamental practices of public relations and advertising, such as crisis communication, corporate image management, brand promotion, and media relations,

will be examined, and case studies will be analyzed. Students will develop their English communication skills to a professional level through practical work such as report writing, press conference preparation, and advertising and campaign language development. This will enable them to express themselves effectively in international communication environments using professional terminology.

5th SEMESTER COURSES (FALL)

HİT301 Human Rights (3-0-3) 5

In this course, the attitude and function of the media on the importance, violation and protection of human rights will be discussed. Courses covered by the media in the framework of human rights and gender in society, generation and social differences are examined, also will focus on the difficulties faced by asylum seekers and migrants in the world and Turkey.

HİT304 Advertising Applications (3-0-3) 6

In the Advertising Applications course, traditional and digital advertising application areas related to advertising will be examined, and advertising campaigns conducted in these areas will also be evaluated. In this context, advertising and application areas in traditional media and new media will be examined, including print advertising, TV advertising, radio advertising, virtual advertising, social media advertising, mobile advertising, search engine advertising, video ads, native ads, in-game advertising, and AR-VR-based advertising applications will be discussed within the scope of the course.

HİT305 Presenting, Diction and Effective Speech (3-0-3) 6

The course covers topics such as Communication, Communication Styles, Impact in Communication, Communication and Negotiation Management, and Relationship Management, Listening, Active Listening Barriers, Empathy, Diction and Sound Elements, Breathing, Not Choking, Speech Language Differences, Effective Presentation Techniques and Presentation Preparation.

HİT307 Image and Brand Management (3-0-3) 5

The course will focus on the image of the person, which plays an important role in the communication process, the factors and functions that form the image, on the other hand, the

changes that affect the corporate image, the importance of effective communication and image management. Within the framework of public relations and market concepts, perspective acquisition will be provided on image formation, relations between image and reality and management of these relations. The second main issue is the brand concept, the relationship between brand and identity, the components of the brand, brand types, and how to create and position the brand identity. Another issue covers the role of the brand in the framework of integrated marketing strategies, new product development, strategic brand management, pricing, promotion, packaging, distribution issues, as well as the conditions for organizations to manage brands correctly, how to create and measure brand value and how to use it in the global world.

İLE301 Communication Law (2-0-2) 4

The course, in which basic concepts of Communication Law are defined, will focus on the historical development of communication law, individual rights and freedom, relations between media and political power, and focus on the link between freedom and the field of communication.

İLE303 Web Design (3-2-4) 4

In this course, basic technical information about web design, web page design and the basic languages to be used in web design will be taught. Basic programs and applications used for web page creation are included in the course.

HİT309 Digital Storytelling (2-0-2) 4

The Digital Storytelling course examines the combination of traditional storytelling techniques with digital media tools. The course will examine processes such as creating effective stories using visual, auditory, and textual elements, producing content suitable for digital platforms, scriptwriting, editing, sound, and visual design. Students will develop their creativity by producing short digital stories through individual or group work, and will gain the skills to design content suitable for the target audience and communicate effectively in the digital environment.

HİT311 Discrimination and Media (3-0-3) 4

The Discrimination and Media course examines how differences such as gender, ethnicity, religion, language, disability, and similar factors are represented in media content and the

effects of these representations on social perceptions. The course will address the ways in which discrimination is reproduced through the media, the spread of prejudice and stereotypes, hate speech, and ethical violations. In addition, the importance of an egalitarian and inclusive language in the media will be discussed, and students' critical media literacy skills will be developed through analyses of examples from different types of media.

6th SEMESTER COURSES (SPRING)

HİT302 Public Relations Applications (3-0-3) 5
The course explains the fundamentals of public relations management and practice in order to create effective communication strategies in the institutional framework. Students will focus on the role of public relations within the organization, communication strategies and communication tools. In this course, they will develop a critical and practical understanding of communication campaigns in the field of public relations. In particular, they will learn the strategies and tactics used by public relations professionals in areas such as crisis management, international public relations, media, investor and customer relations. Learning the steps of designing a successful communication campaign such as research, budgeting and evaluation constitute the main axis of this course. It is also aimed to develop critical analysis and problem solving skills through sample cases.

HİT303 Communication Theories (3-0-3) 6
The Communication Theories course aims to examine the theories and approaches developed in the field of media and communication studies in relation to general social theory. Through this course, students will learn about the comparison of various communication theories, the relationships between communication theories and models, the development and social dimensions of language as a communicative tool, communication and culture, and communication and socialization. In this context, Critical Theory/Frankfurt School, critical economic policy approaches, semiotics, cultural studies tradition, feminist approaches, new media, and approaches addressing the relationship between postmodernism and media will be discussed. The historical, cultural, and intellectual contexts in which these approaches and theories were developed will also be highlighted. The course aims to provide students with information about the opportunities and limitations offered by the approaches and theories developed in the field of communication and media studies.

HİT306 Alternative Media (3-0-3) 5

Within the scope of this course, the dominant ideology and culture in the social structure and the use of alternative media by social groups other than mainstream media will be analyzed with examples. In the global traditional media, where polyphony is gradually narrowing, the value of rights-oriented citizen journalism will be emphasized by revealing the liberating potential of alternative media in the digital environments of the new media shaped with the internet. In addition, the alternative media samples from the world and Turkey will also be examined in the course.

İLE302 Political Communication (3-0-3) 5

The relationship of politics and communication tools with each other is the main subject of the course. In this context, political campaigns, political communication actors, their roles and functions, the role of political communication in ensuring political legitimacy, on the other hand, the media as a means of pressure, lobbies, relations with the press, propaganda, constructing the facts, creating agenda will be examined. The effect of politics on the media also constitutes the content of the course. Finally, the impact on voting behavior in the course of political communication campaigns in Turkey, its the role and importance will also be the subject of debate.

HİT308 Crisis Management (3-0-3) 5

The course will cover theories and concepts related to crisis and risk, new approaches to crisis management and communication, crisis and risk communication strategies, pro-active crisis plan, ability to manage a crisis and evaluate its effects, perception and recognition of a crisis. In addition, how to apply methods and techniques in public relations and how to conduct public relations activities during crisis periods, to measure and comprehend crisis and its dimensions, and problem-solving methods will be taught.

HİT310 Media Planning (2-0-2) 4

The course will cover the definition of Media Planning, its related concepts, the role of media planning in the sector and the development of media strategy. The content of the course consists of media plan examples, media plan models, measuring, evaluating and reporting media planning studies, methods of conveying the campaign message to the right target

audience at the right time, analyzing the relationship between Media Planning and Public Relations and advertising.

HİT312 Artificial Intelligence and Communication (2-0-2) 4

The Artificial Intelligence and Communication course examines the effects, opportunities, and ethical debates surrounding artificial intelligence technologies in the field of communication. The course will explore AI-supported content production, digital assistants, chatbots, the use of algorithms in media and public relations, personalized communication strategies, and data-driven decision-making processes. Students will evaluate how artificial intelligence is transforming communication practices through case studies, while also discussing the social, cultural, and ethical dimensions of this transformation to develop a critical perspective.

7th SEMESTER COURSES (FALL)

HİT401 Public Relations Campaigns (3-0-3) 6

The course aims to introduce public relations campaigns, their types, examples, and applications within a theoretical and practical framework (including workshops). Considering that public relations is a persuasive form of communication, the course aims to develop a conceptual perspective and practical skills for examining and critiquing public relations campaigns, determining communication objectives and producing solutions to problems, as well as developing effective public relations ideas and applying them to determine the post-campaign evaluation stages of public relations campaigns. organizing, and implementing public relations campaigns.

HİT403 Advertising Analysis (3-0-3) 6

The course aims to develop theoretical and aesthetic knowledge related to advertising and advertising, analyze and critique graphic design elements in advertising in terms of form and content, compare and interpret past and current advertising approaches, and develop the ability to produce contemporary, original, and creative advertising ideas using this knowledge and skills. Within this scope, topics such as the relationship between advertising and media, the relationship between advertising and signs, the value added by graphic and design elements used in advertising, and past and present, local and universal design styles related to advertising and advertising are included in the course content. In addition, the course aims to

develop the ability to observe the effects of message strategies, colors, and narrative styles used in advertising on consumers and to acquire the knowledge and skills necessary to create these effects.

HİT405 Professional Ethics (3-0-3) 4

The course covers the definition, scope, and meaning of the concept of ethics, the fundamental development processes of the concept, business ethics and its importance, universal ethical principles developed for different disciplines, ethical legislation in Turkey, professional ethical principles and fundamental elements developed in the field of social services, and basic information on the relationship between corporate social responsibility and the concept of ethics.

GÖN101 Volunteering Studies (1-2-2) 4

The main aim of the course is to strengthen the ties between the university and the society by using the knowledge, skills and experiences acquired throughout students' educational life, to raise awareness about humanitarian, social, economic etc. various issues and problems in society especially migration and disasters, disabled people and disadvantaged groups. Management and organization concepts, volunteerism concept and volunteer management; basic areas of volunteering; ethical, moral, religious, traditional values and principles in volunteer work, participation in volunteer work in public institutions, local governments and non-governmental organizations (NGOs), risk groups in society and volunteering, immigrants and volunteering constitute the scope of the course.

İLE401 Social Policy and Job Security (3-0-3) 5

In the course, students will be taught the importance of social policy in working life, how people wear out in a short time by working with machines after the industrial revolution and the problems of social security policy. As a result of the course, it is aimed that the students will comprehend today's social security policies and the related conceptual framework, the importance and necessity of social policies and social security policies for job security.

İLE403 Entrepreneurship (2-0-2) 5

The main aim of the course is to provide students with knowledge and skills on how to create and develop a new entrepreneurial idea and how to transform it into a business model. Issues such as creating awareness about different aspects and dimensions of entrepreneurship,

examining the infrastructure conditions that lead to the formation and development of entrepreneurship, and how to prepare business plans are covered in the course.

HİT407 Media and Gender (3-0-3) 5

The aim of this course is to examine media studies and popular culture from a feminist perspective. The course generally aims to examine the social imagination related to gender, which is produced about women, produced by women themselves, and generally related to gender, within critical social theory; to examine the institutionalization in this process in the context of the actors; and to analyze it from a critical theory and interdisciplinary approach.

8ᵗʰ SEMESTER COURSES (SPRING)

HİT402 Final Project (6-0-6) 20

This course covers scientific research methods, basic concepts related to scientific research, project preparation, project presentation, and detailing. The aim of the course is to enable students to conduct a study in the field they wish to specialize in, in line with the competencies they have acquired during their undergraduate education. This course aims to guide students in the initial stages of the Public Relations and Advertising Department graduation project. The developed project progresses under the supervision of an academic advisor. Students are free to choose the environment in which they can best express themselves and submit a written file containing their research and graduation project proposal. Students will present their individually prepared projects to a jury consisting of department faculty members.

HİT404 Professional Applications (6-0-6) 10

The Professional Applications course aims to enable students to transfer the theoretical knowledge and skills they have acquired in the field of public relations and promotion to a practical environment. The course will include practical work on preparing press releases and media files, planning events and campaigns, creating crisis communication scenarios, social media management, and developing institutional image. In addition, practical work will be carried out on advertising campaign design, budgeting, and agency activities. Students will gain professional experience through group work and project-based applications, and will

develop their skills in producing communication strategies and carrying out promotional activities for different target audiences.

HİT406 Critical Approaches in Public Relations (2-0-2) 3

The Critical Approaches to Public Relations course examines public relations not only as a communication and promotion activity, but also as a field with social, cultural, and ideological dimensions. The course will examine the relationship between public relations and power relations, hegemony, gender, class, and identity representations within the framework of critical communication theories. The dynamics between the media, public opinion, and institutions will be discussed, and the course will analyze how public relations affect not only institutional interests but also social responsibility and ethical values. Students will develop a critical perspective, learn to question traditional understandings of public relations, and gain the ability to design alternative communication strategies.