ISTINYE UNIVERSITY
FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES
DEPARTMENT OF PUBLIC RELATIONS AND ADVERTISING

1 st Semester

C. Code	Course	T	P	ECTS	Language of Instruction
	Introduction to Public Relations	3	0	7	TR
	Introduction to Advertising	3	0	6	TR
	Introduction to Communication Studies	3	0	6	TR
	University Elective Course (Business English I)	4	0	4	EN
	General English I	2	0	2	EN
	Principles of Atatürk and History of Turkish Revolution I	2	0	2	TR/EN
	Turkish I	2	0	2	TR
	Manifest of Istinye I	0	2	1	TR/EN
	Total	19	2	30	

2 nd Semester

C. Code	Course	T	P	ECTS	Language of Instruction
	Communication Theories	3	0	7	TR
	Public Relation Management	3	0	6	TR
	Fundamentals of Advertising and Digital Communication	3	0	6	TR
	University Elective Course (Business English II)	4	0	4	EN
	General English II	2	0	2	EN
	Principles of Atatürk and History of Turkish Revolution II	2	0	2	TR/EN
	Turkish II	2	0	2	TR
	Manifest of Istinye II	0	2	1	TR/EN
	Total	19/20	2	30	

3 rd Semester

C. Code	Course	T	P	ECTS	Language of Instruction
	Communication and Sociology	3	0	5	TR
	Public Relations Techniques	3	0	5	TR
	Advertising Management and Strategies	3	0	5	TR
	New Media	3	0	5	TR
	University Elective Course (Business English III)	4	0	4	EN
	University Elective Course	3	0	5	TR
	Manifest of Istinye III	0	2	1	TR/EN
	Total	19	2	30	

4 th Semester

C. Code	Course	T	P	ECTS	Language of Instruction
	Media and Society	3	0	5	TR
	Writing Skills and Copywriting for Communication	3	0	5	TR
	Corporate Communication	3	0	5	TR
	Consumer Society and Advertising	3	0	5	TR
	University Elective Course (Business English IV)	4	0	4	EN
	Area Elective Course	3	0	5	TR
	Manifest of Istinye IV	0	2	1	TR/EN
	Total	19	2	30	

5 th Semester

C. Code	Course	T	P	ECTS	Language of instruction
	Research Techniques at Social Sciences	3	0	5	TR
	Communicatin Rights and Ethic	3	0	5	TR
	Presentation Techniques	3	0	6	TR
	University Elective Course (Business English V)	4	0	4	EN
	Area Elective Course	3	0	5	TR
	Area Elective Course	3	0	5	TR
	Total	19	0	30	

6 th Semester

C. Code	Course	T	P	ECTS	Language of Instruction
	Communication Law	3	0	5	TR
	Communication Campaing Analysis and Design	3	0	5	TR
	Corporate Social Responsibility and Communication	3	0	6	TR
	University Elective Course (Business English VI)	4	0	4	EN
	Area Elective Course	3	0	5	TR
	Area Elective Course	3	0	5	TR
	Total	19	0	30	

7 th Semester

C. Code	Course	T	P	ECTS	Language of Instruction
	Graduation Project I	0	15	15	TR
	Customer Relations Management	2	0	6	TR
	University Elective Course (Business English VII)	4	0	4	EN
	Area Elective Course	3	0	5	TR
	Total		15	30	

8 th Semester

C. Code	Course	T	P	ECTS	Language of Instruction
	Graduation Project II	0	15	15	TR
	Health Communication	3	0	6	TR
	University Elective Course (Business English VIII)	4	0	4	EN
	Area Elective Course	3	0	5	TR
	Total		15	30	

DESCRIPTION
T: Theoric
P: Practice
ECTS: European Credit Transfer System

Elective Major Area Courses

C. Code	Course	T	P	ECTS	Language of Instruction
	Ad Writing	3	0	5	TR
	Advanced Writing Techniques for Media Professionals	3	0	5	TR
	Advertising and Design	3	0	5	TR
	Basic Grafical Techniques at Advertising	3	0	5	TR
	Brand Management and Communication	3	0	5	TR
	Consumer Behaviours	3	0	5	TR
	Creative Advertising	3	0	5	TR
	Crisis Communication Management	3	0	5	TR
	Digital Media and Communication	3	0	5	TR
	Event Management	3	0	5	TR
	Global Media and Intercultural Communication	3	0	5	TR
	Health Communication II	3	0	5	TR
	Internet Advertising	3	0	5	TR
	Integrated Marketing Communication	3	0	5	TR
	Journalism and Public Relations	3	0	5	TR
	Media and Political Science	3	0	5	TR
	Media Planning	3	0	5	TR
	Media, Technology and Daily Life	3	0	5	TR
	Persiasion and Public Opinion	3	0	5	TR
	Public Relation Practices and Case Studies	3	0	5	TR
	Public Relations at NGOs	3	0	5	TR
	Public Relations at Public Sphere	3	0	5	TR
	Reputation Management	3	0	5	TR
	Social Media Campaigns	3	0	5	TR
	Strategic Advertising Analysis	3	0	5	TR
	Visual Culture	3	0	5	TR