

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

1st SEMESTER

Introduction To Public Relations | ECTS (3+0) 7

This course focuses on emergence of Public Relations (PR), PR processes, PR theories and policies, and progress of PR by means of social, economic, cultural and political events throughout the history.

Introduction To Advertising | ECTS (3+0) 6

The main point of this course is, to introduce the general concept of the advertisement to our students. This course aims to prepare students for professional advertising and includes; the history of advertisement, function of advertisement, advertisement types, advertisement research, planning and applications. Students are also going to study on advertisement analysis and be able to get access to practical studies, apart from theoretical information.

Introduction To Communication Studies | ECTS (3+0) 6

Throughout the course, students will learn, definition of communication, basic elements of communication, types and methods of communication, how communication process works, communication tools of institutions and their methods of using these tools, the characteristic of human communication, methods for effective communication for both individuals' private and business life, important points of verbal and non-verbal communication and the other basic information related to communication science.

2nd SEMESTER

Communication Theories | ECTS (3+0) 7

In this course, theories of communication, theories of mass communication, theoretical schools and their approaches to communication, the theoretical background of communication, and theoretical relations among society, culture, political structure and media are examined in the light of different theoretical views.

Public Relation Management | ECTS (3+0) 6

In Public Relations Management course, the importance of management in PR, analysis of PR studies either in commercial institutions or in the others and analysis of business world approaches to PR are examined.

Fundamentals Of Advertising And Digital Communication | ECTS (3+0) 6

Throughout the course, students will learn the basics of advertisement, advertisement and aesthetics, advertisement designing and advertisement management while studying on relations between the advertising and digital communication.

3rd SEMESTER

Communication And Sociology | ECTS (3+0) 5

In this course, the students will be able to explain sociology, the relation of sociology with other disciplines, and the relationship between communication and sociology. Mass media tools are examined in terms of sociology and communication styles are discussed in the perspective of sociology and communication theories.

Public Relations Techniques | ECTS (3+0) 5

The aim of this course is to provide the students with the ability to use appropriate tools of PR while organizing PR activities, to convey the right message to the right target audience according to determined purpose, in the right place, time and frequency.

Advertising Management And Strategies | ECTS (3+0) 5

Contents of this course are; concepts and hypothesis about advertising management and strategies, relation between the culture and advertisement, process and management of advertisement campaigns. Course includes practical applications, as well.

New Media | ECTS (3+0) 5

In our rapidly changing communication era, digital media tools which are growing day by day, like Internet, web sites, social media sites, blogs, etc., have become more important. Due to the high importance of using new media in the fields of Public Relations and Advertising, throughout the course, students will learn using new media tools, creating content to reach the target audience effectively, managing new media tools, managing public relations campaigns by using Internet channels, managing new media effectively according to communication strategies, and will learn journalism in new media.

4th SEMESTER

Media And Society | ECTS (3+0) 5

Throughout the course, similarities and differences between social structure and media structure, ideological functions of media, mass culture, popular culture and the role of media on society are discussed.

Writing Skills And Copywriting For Communication | ECTS (3+0) 5

This course provides students with writing skills and necessary methods to advance their writing skills which is the most important tool in the communication process. The course teaches students effective writing techniques, text writing, news report writing techniques as well as how to write corporate newsletters, and how to prepare media kit.

Corporate Communication | ECTS (3+0) 5

In this course, the process of PR which includes of corporate culture, identity, image, stakeholder engagement is examined, and basic concepts of communication studies are explained via case studies.

Consumer Society And Advertising | ECTS (3+0) 5

This course discusses the fact of consumption, the concept of consumer society. Course also analyses the socio-psychologic and economical dynamics of consumer behavior by examining the relations among the purchasing decision process, advertisement and consumer society.

5th SEMESTER

Research Techniques At Social Sciences | ECTS (3+0) 5

The course focuses on planning, designing and execution phases of a scientific research in social sciences. The importance of research for advertising, research methods used in public relations and advertising, research designing, data mining tools and methods, data analysis methods and generating the research analysis report are other important subjects of this course.

Communication Rights And Ethic | ECTS (3+0) 5

In this course, the concept of ethics, ethical theories, the ethical rules that institutions should consider when using corporate communication tools, ethical laws, the studies that should be carried out about on

the communication rights of individuals, the concept of professional ethics, the ethical scope of communication, the rules and behaviors to be considered in the working areas, ethics in public relations and advertising, how the communication process is planned at this point, and the impact of communication ethics on brand image will be discussed.

Presentation Techniques | ECTS (3+0) 6

The course teaches students effective speaking, presentation and expression techniques. The course is considered as theoretical and practical in order to enable students to use communication effectively.

6th SEMESTER

Communication Law | ECTS (3+0) 5

Course of Communication Law consists of the basic concepts of the communication law, development of the communication law, communication law in Turkey and around the World, and the rules of advertising for the print press, visual media, television and radio.

Communication Campaign Analysis And Design | ECTS (3+0) 5

In this course, communication management will be thought by defining researches such as situation analysis, competitor analysis, designing the strategy to be developed by considering target audience, message, purpose, etc. The aim of this course is to provide the information that will be realized with the most economical and rational planning of the communication tools as well as the techniques to be used.

Corporate Social Responsibility And Communication | ECTS (3+0) 6

The course is designed to help students with the aim of, gaining an understanding of the concepts of Corporate Social Responsibility (CSR) / Sustainability; providing information about effects of CSR on companies; CSR practices in Turkey as well as the World; providing new perspective about the concepts of CSR like ethic, human rights, environmental practices, social responsibility projects and teaching how corporate social responsibility communication should be applied in public relations campaigns.

7th SEMESTER

Customer Relation Management (CRM) | ECTS (2+0) 6

The CRM course discusses the basic principles of Customer Relations. The importance of the CRM and applications of CRM, management and handling of CRM processes in the corporate communication and public relations departments of corporations will be examined thorough the course.

Graduation Project-I | ECTS (0+15) 15

A student determines a project topic related to the field in which he wants to be professional with the help of his professors. The student is expected to make a literature review on this subject, make a field research and after that analysis its data by using theoretical knowledge in accordance with the thesis writing rules.

8th SEMESTER

Health Communication | ECTS (3+0) 6

This course covers the study of the health sector, the use of communication tools and techniques for the purpose of being effective on the health decisions of individuals or society, and the dissemination and interpretation of health-related messages.

Graduation Project-II | ECTS (0+15) 15

A student determines a project topic related to the field in which he wants to be professional with the help of his professors. The student is expected to make a literature review on this subject, make a field research and after that analysis its data by using theoretical knowledge in accordance with the thesis writing rules.

ELECTIVE LIST

Ad Writing

Main subjects of this course are; creative authoring, script and story writing, various writing techniques for different advertising channels and products. Studies are going to take place on ad campaigns with related scenarios, as well.

Advanced Writing Techniques For Media Professionals

This course is developed for those students who want to be work at media sector. The course teaches students, news report writing rules, criteria should be considered while producing content for magazines and periodical publishing and editing, required knowledge and skill for professional authors.

Advertising And Design

Advertisement designing process, planning, designing, applying and analyzing processes of advertising campaigns; as well as, graphics designing and theories of visual communication are main topics of the course.

Basic Graphical Techniques In Advertising

Aim of this course is, teaching basics of graphics designing for advertising.

Brand Management And Communication

The brand, history of the brand, brand identity, branding process, brand management, brand communication, brand communication in new media and brand analysis subjects are going to take place in this course.

Consumer Behaviour

This course aims to teach the dynamics of consumer behaviour and factors that shape the behaviour and purchase decisions of the consumer. The concept of behavioral sciences, perception, attitude and learning subjects and their effect on consumer behaviour are the other concepts that will be examined during the course.

Creative Advertising

The concepts; Creation process of advertising campaigns, situation analysis, creative strategies, creative applications and creative designing will be discussed. Intellectuality, imagination, creative thinking, creativity, importance of creativity in advertising and public relations, creativity in marketing communication, individual and organizational creativity and creativity in branding process are other important topics of the course.

Crisis Communication Management

How institutions and organizations' corporate communication and public relations departments should communicate with the society and its other stakeholders during the crisis period is the main topic of the course. In this context, the course teaches the crisis risk prediction mechanisms, crisis strategies, pre and post crisis and communication processes and crisis communication management.

Digital Media And Communication

Digital media, digital marketing strategies, role of digital media in globalizing world, digital advertising and digital PR are main subjects of this course. Social media marketing process and strategies are going to be examined, as well throughout the course.

Event Management

This course covers, the emergence of activities and PR campaigns, progress, examples, researches, planning, designing and evaluation processes of events. While dealing with Event Management which is a Group Activity, several examples of case studies will be analyzed.

Global Media And Intercultural Communication

The effects of cultural differences on communication, communication methods for different cultures; effective communication methods for solving problems; the role of global media and global media system in providing intercultural communication; the importance of intercultural communication for individuals and organizations in our global world are the concepts which will be examined throughout the course.

Health Communication II

This course provides the students with the ability of the dissemination and interpretation of the messages related with health sector; and teaches how to use proactive or reactive public relations communication tools and techniques by examining communication campaigns case studies.

Internet Advertising

This course will introduce the students the beginning and developing process of internet advertising, change in advertising and marketing strategies with the era of internet and the digital world.

Integrated Marketing Communication

Concept of marketing and marketing communication, contents and role of marketing functions are going to be studied in this course. Basics of marketing principles, marketing mix, elements of marketing communication, advertising, PR, promotion, sales, direct marketing and target marketing are other important topics of the course.

Journalism And Public Relations

The course will examine the role of journalism in creating and / or changing the traditional and new media agenda, with an emphasis on integrating public relations efforts with other means of communication tools.

Media And Political Science

This course is designed to give a basic understanding of the media's economic and political structure and the relationship between media and politic. The political communication methods of political parties, associations, foundations, trade unions and pressure groups and the ways of presenting of these issues by the media, media and political communication development ways will be examined throughout the course.

Media Planning

The success of the Public Relations and Advertising activities is directly related to the media strategies and plans. In this course, the basic stages and criteria of media planning and the ways of making strategic media planning within the scope of public relations and advertising and finally theoretical and practical information for effective media management will be examined.

Media, Technology And Daily Life

The relationship between media and technology, how media uses technological devices, how the media and technology affect the daily lives of individuals and the role of this effect on Public Relations activities are the topics will be discussed in this course.

Persuasion And Public Opinion

The importance of persuasion, which is the most important point of Public Relations and Advertising; convincing techniques and methods in different sectors and different business processes; people's behavior, the relationship of behavior with psychology and social culture, behavior patterns, consumer decision-making processes and persuasion theories are among the topics to be examined.

Public Relation Practices And Case Studies

The power of Public Relations as a strategic communication tool in effecting and leading the target audience will be examined with the help of case studies.

Public Relations In NGO's

Importance of PR studies in Non-Commercial Institutions, lobbying, artistic and cultural activities and PR management methods applied in Non- Governmental Organizations (NGO's) and the problems and management issues that these institutions face will be discussed throughout the course.

Public Relations And Public Sphere

Definition of the public space and its importance in realization of the public events, changes of public space concept with the effect of developing technologies as well as new PR approaches and public space management are the main topics will be examined throughout the course.

Reputation Management

This course teaches how an organization manages its public image. Creating new images, shaping and managing the reputation of the institutions, sustaining the effect of reputation are the topics will be examined throughout the course.

Strategic Advertising Analysis

The main subject of this course is to point out the importance of strategical planning and strategical analysis of advertisement for the Public Relations. Strategical planning, tactics and strategies, situation analysis and target audience analysis are the other topics which will be examined during the course.

Visual Culture

This course is a theoretical course that teaches the meaning and effects of images; reading the visual culture's elements like photography, film, advertising, video games and analyzing the topics handled within the perspective of critical thinking.

Social Media Campaigns

This course will introduce students to the study of new communication technologies and social media platforms. How the institutions sustain the communication with their stakeholders by using social media, which is one of the most important communication tools and how public relations and advertising campaigns can be organised over the social media are the topics discussed through the course.