

PUBLIC RELATIONS AND PROMOTION DEPARTMENT (UNDERGRADUATE)
COURSE CONTENTS
EDUCATION PLAN FOR STUDENTS REGISTERED IN THE PUBLIC RELATIONS
AND PROMOTION DEPARTMENT IN 2025/2026 AND AFTERWARDS

1st SEMESTER

YDB-109 Foreign Language I (Compulsory)

The Foreign Language I course aims to develop students' basic communication skills in a foreign language. Within this scope, students gain the ability to understand simple expressions and sentence structures used in daily life and socio-cultural contexts, to introduce themselves in social environments, and to express personal information both orally and in writing.

AITB-191 Atatürk's Principles and History of Revolution I (Compulsory)

The Atatürk's Principles and History of Revolution I course covers the period from the late Ottoman Empire to the establishment of the Republic of Türkiye. Developments after World War I, the beginning of the National Struggle, congresses, the opening of the Grand National Assembly of Türkiye, and the main stages of the War of Independence are examined. The course aims to help students understand the founding philosophy of the Republic and Atatürk's principles within their historical context.

TDB-101 Turkish Language I (Compulsory)

The Turkish Language I course aims to enable students to use Turkish correctly, effectively, and in accordance with grammatical rules. Within the scope of the course, the definition and characteristics of language, the historical development of Turkish, spelling rules, and punctuation marks are covered. In addition, topics such as expression disorders, word structure, and sentence structure are addressed to improve students' oral and written expression skills.

HİT-107 Introduction to Communication (Compulsory)

The Introduction to Communication course aims to introduce students to the fundamental concepts and processes of communication. The course covers what communication is, the elements of the communication process, types of communication, and the relationship between communication, culture, and language. Students gain the ability to understand communication models and different forms of communication, recognizing the role of communication in daily life and professional contexts.

HİT-109 Basic Concepts of Public Relations (Compulsory)

The Basic Concepts of Public Relations course aims to introduce students to the fundamental building blocks and application processes of the field of public relations. The course covers the definition of public relations, its historical development, and its role in organizations. It focuses on the differences between public relations, promotion, advertising, and propaganda. Students also learn PR processes and models, as well as tactics and tools.

HİT-111 Media History (Compulsory)

The Media History course is a discipline that examines the historical development of mass communication tools and the social role of media in a chronological context. Throughout the course, students learn general media concepts and the emergence and technological development of communication tools such as press, radio, cinema, and television. They also understand the relationship

between technological evolution and its effects on society. Students gain the ability to explain the development of press and visual technologies in their own words.

HİT-115 Information Technologies Applications I (Compulsory)

The Information Technologies Applications I course aims to introduce students to the fundamental concepts and applications of information and communication technologies and to develop digital literacy skills. The course includes computer hardware and software, basic use of operating systems, office software, internet, and cloud services. Students gain the ability to use these tools effectively in daily and academic life, learn basic data management and security principles, and understand the role and importance of IT applications in business processes.

HİT-117 Basic Concepts of Sociology (Compulsory)

The Basic Concepts of Sociology course introduces fundamental sociological concepts such as culture, society, social structure, socialization, social change, and stratification. Students learn to interpret social phenomena using these concepts and develop a sociological perspective.

HİT-119 Basic Concepts of Law (Compulsory)

The Basic Concepts of Law course provides basic information on the definition, purpose, and social function of law. The course covers legal rules, sanctions, rights, obligations, justice, public law, and private law. Students gain the ability to understand the functioning of the legal system and its place within social order.

HİT-123 Occupational Health and Safety (Compulsory)

The Occupational Health and Safety course covers fundamental knowledge and practices aimed at identifying and preventing risks that may arise in working environments. The course includes topics such as occupational accidents, occupational diseases, risk assessment, preventive measures, and relevant legislation. Students gain the ability to develop a safety culture and evaluate occupational health practices at a basic level.

OSD-01 Gender Equality (Compulsory)

This course covers interconnected topics such as the definition and history of the family, the position of women and the family in Turkish society, domestic violence, the concept of values in the family, human rights and women, divorce and its causes, family and women in the process of social change, individuals requiring care within the family, and crisis management in the family. These topics form the main framework of the course.

OSD-04 Career Planning (Compulsory)

This course aims to raise university students' awareness regarding expectations of working life, to help them evaluate their education process effectively, to plan their post-graduation careers, to choose jobs and professions suitable for their qualifications, and to shape their careers in line with their skills, abilities, and competencies.

2nd SEMESTER

YDB-108 Foreign Language I (Compulsory)

Focuses on the development of basic grammar structures and the improvement of daily communication skills. It aims for students to express themselves more fluently in reading, writing, listening, and speaking skills. Students gain the ability to understand texts related to daily life, academic environments, and social situations, as well as to produce short written texts.

AITB-192 Atatürk's Principles and History of Revolution II (Compulsory)

This course covers the political, legal, and social reforms implemented after the proclamation of the Republic. Atatürk's principles, the transition to a multi-party system, and modernization steps are examined within their historical context. The effects of these processes on Turkey's modernization and democratization structure are evaluated.

TDB-102 Turkish Language II (Compulsory)

Focuses on the development of written and oral expression skills. Topics include composition types, paragraph writing techniques, and principles of expression. In addition, emphasis is placed on academic writing rules and the use of sources, strengthening students' academic expression competence.

HİT-104 Political Science (Compulsory)

Enables the analysis of fundamental concepts of political processes, state, and power relations. It develops the ability to think about democracy, political parties, political culture, and public opinion and their relationship with society. The course aims to develop a critical perspective on political science by comparatively analyzing Turkey and other political systems within a conceptual framework. In this way, students can evaluate political phenomena from a scientific and analytical perspective.

HİT-114 Basic Concepts of Economics (Compulsory)

Focuses on understanding the basic logic of economic events and relations. Fundamental concepts such as supply and demand, price mechanism, production, consumption, market types, and economic decision-making processes are covered. Thus, the way individuals and societies allocate resources is analyzed. In addition, macroeconomic indicators and economic balances are emphasized to develop economic thinking.

HİT-116 Information Technologies Applications II (Compulsory)

Focuses on the effective use of advanced office programs and digital tools. Topics such as data organization, table creation, presentation preparation, and basic data analysis applications are covered. In addition, skills for information security and efficient use of digital working environments are developed.

HİT-118 Public Relations Techniques (Compulsory)

The Public Relations Techniques course aims to teach strategic methods and tools that enable institutions and individuals to communicate effectively with their target audiences. This course provides knowledge and skills in areas such as public opinion analysis, communication planning, crisis management, media relations, and event management. Students learn how to create and implement public relations campaigns, gaining competence in strengthening brand image and establishing positive relationships with stakeholders.

HİT-120 Basic Photography (Compulsory)

The aim of the Basic Photography course is for students to learn basic-level photography skills. Based on both the historical development of photography and its current stage, the course aims to build a foundation by focusing on application areas and usage purposes, while also ensuring that students gain knowledge about the basic rules of photography and photographic equipment.

HİT-124 Entrepreneurship (Compulsory)

The concept of entrepreneurship, the entrepreneurial process, and idea development stages are covered. The course focuses on business plan preparation, financing sources, and innovation. Students develop the ability to analyze opportunities and entrepreneurial thinking skills.

HİT-126 Artificial Intelligence and Communication (Elective)

The Artificial Intelligence and Communication course aims to address the transformation of human-machine interaction in the digital age from an interdisciplinary perspective. Within the scope of the course, fundamental concepts of artificial intelligence, machine learning, and natural language processing technologies and their impact on communication processes are examined. The role of artificial intelligence applications in media production, public relations, advertising, and social media management is discussed. In addition, issues such as ethics, data security, algorithmic bias, and digital privacy are evaluated through both theoretical and current examples. Students analyze how generative AI tools are used in content production, develop critical thinking skills, and question the balance between human creativity and automation.

HİT-128 Philosophy (Elective)

The Philosophy course aims to examine human existence, knowledge, values, and the search for meaning within a systematic and critical thinking framework. Within the scope of the course, the main branches of philosophy are addressed, and students develop skills in conceptual analysis, argument construction, and inquiry. Different philosophical views from Ancient Greece to the present are examined comparatively. The principles of reasoning, consistency, and justification are emphasized. Students gain critical and independent thinking skills by analyzing both classical texts and contemporary social issues from a philosophical perspective.

HİT-130 Art History (Elective)

The Art History course aims to examine humanity's aesthetic production within historical, cultural, and social contexts. The course covers art movements from prehistoric times through Antiquity, the Middle Ages, the Renaissance, Baroque, modern, and contemporary periods in a chronological framework. Through architecture, painting, sculpture, and other visual arts, the worldviews and expressive forms of different civilizations are analyzed.

3rd SEMESTER

HIT-213 Research Methods in Social Sciences (Compulsory)

The fundamental stages and methods of the scientific research process are addressed. Qualitative and quantitative research techniques, data collection tools, and analysis methods are introduced. Students develop skills in designing research and conducting scientific studies. In addition, ethical principles and academic writing rules are emphasized.

HIT-207 Communication Theories (Compulsory)

Classical and modern theories explaining communication processes are examined. Sender-receiver models, symbolic interactionism, mass communication theories, and media effects approaches are covered; thus, communication phenomena are evaluated through different theoretical perspectives. In addition, the application of these theories in daily life and media analysis is emphasized.

HIT-209 Principles of Marketing (Compulsory)

Explains the fundamental concepts, processes, and strategic tools of marketing activities. Topics such as market, consumer behavior, and marketing mix are covered, teaching students how to make effective marketing decisions. Thus, students gain the ability to analyze the marketing environment and apply basic marketing approaches.

HIT-211 Basic Design (Compulsory)

Introduces the fundamental principles and elements of visual design, developing aesthetic awareness and creative thinking skills. Design elements such as point, line, form, color, texture, space, and light-shadow, as well as principles such as balance, rhythm, emphasis, hierarchy, proportion, and unity, are addressed through practical exercises. The course supports the development of a basic design language and the ability to produce original visual works.

HIT-203 Social Psychology (Compulsory)

Social Psychology introduces the fundamental concepts and theories used to explain individuals' thoughts and behaviors within a social context. The course covers the definition, scope, historical development, and research methods of the field, as well as attitudes, theories of attitude change, social influence, minority influence, and prejudice, all discussed through theoretical explanations and real-life examples.

HİT-215 Professional Foreign Language I (Compulsory)

Professional Foreign Language I focuses on providing basic foreign language terminology related to the field. It develops skills in understanding professional texts, using sector-specific concepts, and communicating at a basic written and spoken level. The aim is for students to use the foreign language accurately and effectively in a professional context.

HİT-217 Sponsorship (Elective)

The Sponsorship course aims to examine how institutions and brands establish effective relationships with their target audiences through strategic collaborations. Topics such as sponsorship types, project development processes, budgeting, brand alignment, and return analysis are covered.

HİT-219 Effective Presentation and Interview Techniques (Elective)

This course focuses on improving oral communication skills. In addition to elements such as body language, diction, emphasis, and intonation, topics such as stage presence, anxiety control, and audience interaction techniques are covered. Students gain confident and effective speaking practice through both individual presentations and interview applications.

HİT-221 Photography Applications (Elective)

The Photography Applications course aims to transform basic photography knowledge into practice. Lighting, composition, framing, angles, and technical settings are taught through applied exercises. Students produce photography projects in different themes, enhancing their visual expression skills.

HİT-223 Business Management (Elective)

This course addresses the basic processes of planning, organizing, directing, and controlling in organizations. Management theories, leadership approaches, human resources, and strategic decision-making processes are examined. Students understand the relationship between organizational structure, management, and communication.

HİT-225 Basic Journalism (Elective)

The Basic Journalism course introduces the media production process within the framework of news writing techniques, interview methods, and ethical principles. Concepts such as news value, source verification, and objectivity are reinforced through practical exercises. Students gain experience in producing texts in different news formats.

HİT-227 Digital Media Literacy (Elective)

This course aims to develop the ability to critically evaluate digital content and access accurate information. Topics such as social media, algorithms, misinformation, and data security are covered. Students learn the requirements of being a conscious and responsible user in digital environments.

HIT-229 Social Behavior and Protocol Rules (Elective)

The Social Behavior and Protocol Rules course covers etiquette, politeness, and representation rules that must be followed in formal and semi-formal environments. Topics such as forms of address, official correspondence format, meeting etiquette, and event manners are discussed. Students gain corporate representation skills in professional life.

Art History (Faculty Elective)

The Art History course aims to examine the aesthetic production of humanity within historical, cultural, and social contexts. Students explore visual art developments from prehistoric periods through Antiquity, the Middle Ages, the Renaissance, Baroque, modern, and contemporary art movements in a chronological framework. Architectural works, painting, sculpture, and other visual arts are analyzed to understand how different civilizations expressed their worldviews and cultural values. The course fosters critical appreciation of art, historical perspective, and analytical skills in interpreting artistic expression.

Popular Culture and Media (Faculty Elective)

The Popular Culture and Media course investigates how cultural products are produced, disseminated, and consumed through media channels. Students analyze television, cinema, social media, and digital platforms to understand forms of cultural representation. The course examines consumption culture, identity construction, and ideology, highlighting the influence of popular media content on social values. Through contemporary case studies, students develop the ability to critically evaluate the relationship between media and culture and understand the impact of media on societal change.

Social Responsibility and Sustainability (Faculty Elective)

The Social Responsibility and Sustainability course introduces the principles and practices of ethical, social, and environmental responsibility within organizations and society. Students learn about corporate social responsibility, sustainable development, stakeholder engagement, and social impact initiatives. The course emphasizes responsible communication, planning, and implementation of projects that contribute positively to society. Through case studies and applied exercises, students acquire skills to design and evaluate sustainability-oriented communication strategies and to integrate ethical considerations into professional practice.

4th SEMESTER

HIT-212 Critical Communication Theories (Compulsory)

Critical Communication Theories aim to go beyond the surface level of social life by questioning media and communication within the relationships of power, ideology, and culture. Within the scope of the course, approaches such as Critical Theory/Frankfurt School, critical political economy, semiotics, ideology, cultural studies, and audience ethnography are addressed in a historical

context. By discussing the fundamental concepts, intellectual origins, and claims of these approaches, the course aims to enable students to evaluate their contributions and limitations in the field of media and communication.

HİT-218 New Media (Compulsory)

The emergence of new media environments, the digitalization process, and the transformation of communication practices are examined in detail. Concepts such as the internet, social media, mobile technologies, and user-generated content are analyzed, and differences between traditional media and new media are discussed. In addition, topics such as digital culture, participatory communication, network society, algorithms, and data usage are evaluated in terms of their impact on individuals, society, and the public sphere. The course aims to develop students' ability to critically analyze digital media environments.

HİT-220 Media Planning (Compulsory)

Media Planning enables the strategic determination of media channels, timing, and budget allocation in order to reach the target audience in the most effective way in advertising and promotional campaigns. In this process, market and target audience analysis is conducted, appropriate media tools are selected, media strategies and schedules are created, and campaign performance is evaluated. Thus, students develop the competence to plan in line with communication objectives and analyze media decisions.

HİT-216 Integrated Marketing Communications (Compulsory)

Integrated Marketing Communications addresses a strategic communication approach that aims to deliver consistent and coordinated messages to target audiences. The course examines how advertising, public relations, sales promotion, direct marketing, and digital communication tools are used within a holistic planning framework. It also emphasizes managing the communication process in line with brand identity and image, and ensuring coherence across different channels.

HİT-222 Interpersonal Communication (Compulsory)

Interpersonal Communication examines verbal and non-verbal interaction processes between individuals. Topics such as perception, empathy, self-concept, listening skills, body language, and conflict management are analyzed. The course develops the ability to communicate effectively, maintain healthy relationships, and overcome communication barriers.

HİT-224 Professional Foreign Language II (Compulsory)

Professional Foreign Language II focuses on developing advanced terminology and professional communication skills related to the field. Skills such as analyzing sector-specific texts, preparing reports and correspondence, and delivering oral presentations are emphasized. The aim is for students to use the foreign language fluently and accurately in a professional context.

HIT-226 Public Opinion Research Methods (Elective)

The Public Opinion Research Methods course teaches how to analyze social trends and target audience expectations using scientific methods. Within the scope of the course, quantitative and qualitative research techniques, survey design, sampling, and data collection processes are covered. Students learn how to plan and conduct field research. The statistical evaluation and reporting of collected data are emphasized. In addition, how research findings guide communication strategies is discussed.

HIT-228 Graphic Design (Elective)

The Graphic Design course aims to use visual communication tools effectively and aesthetically. Fundamental design principles such as color, typography, composition, and visual hierarchy are taught. Students produce posters, brochures, and social media content using digital design software. The balance between creativity and message clarity is emphasized. Developing a visual language compatible with brand identity is highlighted. Through applied work, students gain portfolio-building experience.

HIT-230 Popular Culture and Media (Elective)

This course examines how popular culture products are produced and disseminated through media. Cultural representation forms are analyzed through television, cinema, social media, and digital platforms. Students discuss concepts such as consumer culture, identity construction, and ideology. The impact of popular content on societal values is evaluated. Media–culture relations are analyzed through current examples.

HIT-232 Advertising Photography (Elective)

The Advertising Photography course focuses on the effective visual presentation of products and services. Lighting, composition, and concept development processes are taught through applied practice. How brand messages are translated into visual language is emphasized. Studio and outdoor shooting techniques are examined. Students produce creative photography projects suitable for target audiences. The relationship between visual aesthetics and marketing strategy is analyzed.

HIT-234 Communication Technologies (Elective)

The Communication Technologies course addresses the development of traditional and digital communication tools. The impact of the internet, mobile technologies, and social media platforms on communication processes is examined. Students analyze how technological transformation changes media production and consumption habits. Topics such as digitalization, artificial intelligence, and data analytics are discussed.

HIT-236 Critical Reading (Elective)

The Critical Reading course teaches how to evaluate texts with a questioning and analytical perspective. Students learn to analyze the author's purpose, language use, and implicit messages.

Argument analysis and comparative reading techniques are applied. The ability to recognize misinformation and manipulation is developed. Thus, students gain the habit of conscious and independent thinking.

HIT-238 Public Relations Research Planning (Elective)

This course addresses the planning of public relations activities based on research. Situation analysis, target audience identification, and measurement–evaluation processes are taught. Students experience strategic planning stages through applied work. The role of data collection tools in campaign design is examined. Reporting and presenting research results is emphasized.

HIT-240 Corporate Identity (Elective)

The Corporate Identity course examines the elements that form an organization’s visual and corporate image. Components such as logo, color palette, typography, and corporate language are discussed. The relationship between corporate culture and external identity is evaluated. Topics such as brand value and reputation management are addressed.

Technology, Culture, and Society (Faculty Elective)

The Technology, Culture, and Society course examines the impact of technological developments on social life and culture. The course covers communication technologies, digital transformation, social media, and the emergence of the information society. Students learn to analyze how technology affects social structures, cultural norms, and individual life. The course also explores how technological innovations transform cultural production and consumption processes. Critical thinking and analytical evaluation skills are emphasized.

Contemporary Art Movements (Faculty Elective)

The Contemporary Art Movements course explores art movements from the 20th century to the present. Movements from Impressionism to modern and postmodern practices are examined in terms of representation, modes of expression, and artistic approaches. The course analyzes the social and political dimensions of art, and evaluates current forms of expression such as new media and performance art. Students develop critical art analysis skills and the ability to interpret contemporary art.

Persuasive Communication (Faculty Elective)

The Persuasive Communication course focuses on strategies for influencing target audiences by individuals and organizations. It covers theories of persuasion, rhetorical techniques, discourse analysis, and psychological impact elements. Applications are illustrated with examples from advertising, politics, and public relations. Ethical boundaries, manipulation, and responsible communication strategies are discussed. Students learn to develop effective, persuasive, and ethical communication skills.

5th SEMESTER

HIT-301 Public Relations Campaigns (Compulsory)

Public Relations Campaigns cover strategic campaign design and implementation processes aimed at establishing effective communication with target audiences. The course addresses campaign planning, goal setting, message development, media and tool selection, and budget-time management. In addition, students gain the ability to evaluate campaign performance and make improvements based on results. Students develop competence in designing creative and impact-oriented campaigns within the framework of public relations strategies.

HIT-307 Corporate Communication (Compulsory)

Corporate Communication enables organizations to communicate effectively, consistently, and strategically with internal and external stakeholders. Topics such as corporate identity, brand communication, reputation management, corporate media channels, and communication policies are emphasized. Students are given the opportunity to develop skills in corporate image building, crisis communication, and corporate project planning.

HIT-309 Advertising (Compulsory)

Advertising aims to teach the fundamental concepts of the advertising industry, the formation process of advertising campaigns, and their management. Topics such as the definition of advertising, its role in communication and marketing, the structure of advertising agencies, and the planning of advertising practices are covered. In addition, the development of students' critical and analytical thinking skills is targeted through target audience analysis, advertising strategies, and creative message production processes.

HIT-303 Public Relations Writing (Compulsory)

Public Relations Writing focuses on the production of effective written content for the target audiences of institutions and organizations. Text types such as press releases, speeches, corporate announcements, reports, and digital content writing are covered. The ability to structure messages in a clear, appropriate, and persuasive manner for the target audience is developed.

HIT-311 Web Design (Elective)

The Web Design course aims to create user-centered and functional websites in digital environments. The course covers interface design, user experience, and basic design principles. Students learn web page planning, content placement, and visual coherence processes.

HIT-313 Professional Foreign Language III (Elective)

This course aims to advance students' foreign language skills in their field. Work is carried out on professional terminology, official correspondence, and sector-specific texts. Practical applications such as presentations, reporting, and email writing are performed. Listening and speaking activities support fluent communication skills.

HİT-315 Copywriting (Elective)

The Copywriting course aims to develop the ability to produce creative and persuasive texts. Applications are carried out on slogans, advertisement texts, social media content, and campaign texts. Determining message language and tone according to target audience analysis is emphasized. Creativity techniques and idea development processes are addressed. The compatibility of text with visual design is evaluated. Students gain experience in producing texts for original advertising campaigns.

HİT-317 Consumption Culture (Elective)

This course examines the cultural and economic dimensions of consumption habits in modern society. The relationship between brand, identity, and lifestyle is discussed. The impact of advertising and media on consumer behavior is analyzed. The transformation of consumption practices through globalization and digitalization is addressed. Students learn to evaluate consumption culture from a critical perspective. Social change processes are interpreted through current examples.

HİT-319 Public Opinion and Media (Elective)

The Public Opinion and Media course analyzes the role of media in the formation of public opinion. News production processes, agenda-setting, and framing theories are examined. The effects of media on politics, society, and individuals are discussed. Differences between traditional and digital media are evaluated. Students gain the ability to critically analyze media content. The course raises awareness of conscious media consumption.

HİT-321 Persuasive Communication (Elective)

This course addresses strategies used by individuals and organizations to influence target audiences. Persuasion theories, discourse techniques, and psychological influence factors are examined. Applications are carried out through examples from advertising, politics, and public relations. Ethical boundaries and manipulation concepts are discussed. Students learn to develop effective and responsible persuasion methods.

HİT-323 Use of Artificial Intelligence in Public Relations and Advertising (Elective)

This course examines the applications of artificial intelligence technologies in the communication sector. The role of AI tools in data analysis, target audience segmentation, and content production is addressed. Topics such as automated text generation, chatbot usage, and campaign optimization are covered. The impact of algorithms on digital marketing strategies is evaluated. Ethical issues, data security, and transparency are discussed. Students gain the ability to use artificial intelligence strategically and consciously.

HİT-325 Promotional Photography (Elective)

The Promotional Photography course aims to present products, spaces, and services in an

effective visual manner. Lighting, angle, and composition techniques are taught through applied exercises. A visual narrative language compatible with brand identity is developed. Digital editing processes of images are addressed.

HIT-327 Photo-Graphic Design (Elective)

This course aims to combine photography and graphic design elements within an integrated approach. Students prepare poster and digital content designs based on photography. Creative techniques are applied to strengthen visual messages. Digital design software is used effectively. By the end of the course, students develop an interdisciplinary design perspective.

Communication Technologies (Faculty Elective)

The Communication Technologies course examines the development and use of both traditional and digital communication tools. Students explore the role of the internet, mobile technologies, and social media platforms in shaping communication processes. The course emphasizes how technological transformations impact media production, consumption habits, and social interactions. Students develop skills to critically analyze the effects of emerging technologies on communication and media landscapes.

Semiotics (Faculty Elective)

The Semiotics course introduces the study of signs, symbols, and their meanings in communication. Students learn to analyze visual, textual, and auditory messages, focusing on how signs construct meaning in cultural and social contexts. The course covers key semiotic theories and methodologies, including denotation, connotation, myth, and cultural coding. Students apply these concepts to interpret media content, advertising, and other forms of public communication.

Consumer Culture (Faculty Elective)

The Consumer Culture course explores the cultural and economic dimensions of consumption in contemporary society. Students examine the relationship between brands, identity, and lifestyle, as well as the influence of media and advertising on consumer behavior. The course also addresses globalization and digitalization and how they transform consumption practices. Students develop the ability to critically evaluate consumption culture and understand its social and cultural implications through current examples.

6th SEMESTER

HIT-308 Corporate Social Responsibility Practices (Compulsory)

Corporate Social Responsibility Practices address the processes of planning and implementing organizations' social, environmental, and ethical responsibilities through a strategic approach. Topics such as sustainability, stakeholder analysis, ethical values, and social impact projects are emphasized in terms of organizations' contributions to society. Students gain skills in developing, reporting, and

evaluating corporate social responsibility strategies.

HIT-310 Internet Public Relations and Advertising Applications (Compulsory)

Internet Public Relations and Advertising Applications focus on the planning and implementation of public relations and advertising strategies in online environments. Practices such as social media, digital campaigns, content production, and online reputation management are examined. Students develop the ability to select and use effective communication and advertising tools on digital platforms.

HIT-312 Sociology of Communication (Compulsory)

Examines the relationship between social structure and communication processes. The social dimensions of communication are discussed through concepts such as culture, identity, media, and social norms. Students develop the ability to analyze the relationship between communication and society from a sociological perspective.

HIT-314 Political Communication (Compulsory)

Political Communication addresses the processes by which political actors influence and shape public opinion from a communication perspective. Topics such as election campaigns, propaganda, political advertising, and media use are examined. The production, circulation, and impact of political messages on public opinion are analyzed.

HIT-316 Public Relations in Local Governments (Elective)

The Public Relations in Local Governments course addresses communication processes of municipalities and other local administrations. Participatory governance and transparency principles are emphasized. Crisis communication, media relations, and social media management are examined. The reflection of citizen-oriented service understanding on communication strategies is evaluated. Topics such as public opinion formation and reputation management are discussed. Students gain the ability to plan effective local-level communication campaigns.

HIT-318 Advertising Analysis (Elective)

This course focuses on analyzing advertising texts and visuals. Semiotic analysis, target audience analysis, and message strategies are examined. How advertisements use cultural and social codes is evaluated. Students comparatively analyze advertising examples from different media. The relationship between creative strategy and consumer perception is discussed. The course aims to develop a critical perspective.

HIT-320 Professional Foreign Language IV (Elective)

This course aims for students to use advanced foreign language skills in sectoral communication. Academic and professional text reading, translation, and interpretation activities are conducted. Presentation techniques and international correspondence rules are reinforced. Emphasis is

placed on accurate and fluent use of field terminology.

HİT-322 Advertising Design (Elective)

The Advertising Design course teaches the construction of visual and textual elements within a holistic campaign language. Creativity, aesthetics, and functionality balance are addressed in the design process. Principles such as color, typography, and visual hierarchy are reinforced through practical work. Producing designs compatible with brand identity is emphasized. Students prepare advertising drafts for different media. Strategic thinking and design practice are developed together.

HİT-324 Advertising Film Production and Applications (Elective)

This course covers all production stages of advertising films from idea development to shooting and editing. Topics such as scriptwriting, storyboard preparation, and shooting planning are covered. Technical details such as camera use, lighting, and sound setup are taught through practical application. Editing and post-production processes are evaluated. Students produce short advertising film projects through teamwork. The harmony between creative expression and brand message is emphasized.

HİT-326 Storytelling and Narrative Techniques (Elective)

This course aims to reveal the power of narrative in communication. Character creation, plot structure, and dramatic composition techniques are examined. The storytelling approach in branding and content production is analyzed. Traditional narrative forms are compared with digital storytelling practices.

HİT-328 Creative Economy (Elective)

The Creative Economy course examines the economic value of culture- and art-based production. Sectors such as media, design, advertising, and digital content are evaluated within creative industries. Intellectual property rights and entrepreneurship are addressed. The role of innovation and creativity in sustainable development is discussed. Students analyze how creative projects can be transformed into economic models. The course aims to explain the relationship between production and value creation.

HİT-330 Sound Design (Elective)

In audiovisual production, the expressive power of sound is examined in technical and aesthetic dimensions. The psychological effects of sound, atmosphere creation, and emotional transmission functions are analyzed. Recording techniques, microphone use, and basic sound editing processes are taught through practical applications. The role of sound design in film, advertising, and digital content is analyzed. The use of music, effects, and silence in meaning production is evaluated. Students create original sound compositions through project work.

HİT-332 Corporate Advertising (Elective)

This course examines advertising strategies aimed at strengthening corporate brand identity. Unlike product-focused advertising, it emphasizes reputation, trust, and value building. Target audience analysis and message design processes are addressed. Campaign planning methods across traditional and digital media are evaluated. Successful corporate advertising examples are analyzed. Students design and implement an integrated corporate advertising campaign.

HİT-334 Communication Skills and Body Language (Elective)

The verbal and non-verbal dimensions of effective communication are examined in detail. Elements such as tone, emphasis, and diction are studied. The meanings of body language indicators such as gestures, facial expressions, posture, and eye contact are analyzed. Persuasion, empathy, and active listening skills are developed. Public speaking practice is also included.

Academic Research and Writing (Faculty Elective)

The Academic Research and Writing course aims to develop students' skills in planning, conducting, and reporting academic research. The course covers topic selection, literature review, data collection, analysis methods, and academic writing standards. Students gain the ability to produce, organize, and present scholarly work in accordance with ethical and scientific standards.

Effective Communication and Body Language (Faculty Elective)

The Effective Communication and Body Language course examines the effective use of verbal and non-verbal communication processes. It covers tone, emphasis, diction, gestures, and facial expressions as elements of body language. Students develop empathy, active listening, and persuasion skills, and acquire the competence to communicate effectively and professionally in front of groups.

Intercultural Communication (Faculty Elective)

The Intercultural Communication course explores how the values and norms of different cultures affect communication processes. It addresses perceptual and semantic differences arising from cultural diversity. Communication challenges in international professional and social environments are analyzed. The course aims to develop students' ability to communicate effectively and consciously in multicultural settings.

7th SEMESTER

HİT-403 Graduation Project I (Compulsory)

Graduation Project I enables students to integrate the knowledge and skills acquired throughout their undergraduate education into an independent research or applied project. The stages of topic selection, literature review, and formulation of the research problem and methodology are addressed. Students develop competence in planning studies by conducting data collection and analysis processes, gaining effective project development skills in both academic and professional fields.

HİT-401 Brand Communication (Compulsory)

Brand Communication addresses the communication established by brands with their target audiences from a strategic and critical perspective. Fundamental concepts such as brand positioning, emotional marketing, message strategies, brand personality, identity, and loyalty are examined together with examples of international brands and digital brand communication. Thus, the aim is for students to explain brand communication practices and evaluate the ways in which brands communicate.

HİT-413 Event Management and Organization (Compulsory)

Event Management and Organization examines the concept of events within a theoretical framework and analyzes the fundamental principles of planning and management processes. Topics such as event types, goal setting, target audience analysis, strategic planning, budget management, and organizational structures are evaluated at a theoretical level. In addition, sponsorship, stakeholder management, corporate image, risk, and crisis management are addressed from a communication perspective. The course aims to develop students' ability to analyze event processes and evaluate organizational strategies.

HİT-417 Health Communication (Elective)

The Health Communication course addresses information transfer processes between healthcare institutions and society. Topics such as patient–healthcare provider communication, crisis period information management, and public health campaigns are examined. The importance of producing accurate and understandable messages is emphasized. The representation of health news in the media and its ethical dimension is discussed. Risk communication and awareness strategies are covered. The course aims to develop skills for establishing trust-based communication in the field of health.

HİT-419 Tourism Public Relations (Elective)

This course focuses on brand image and destination promotion in the tourism sector. Communication strategies of hotels, agencies, and local governments are examined. Crisis management, customer satisfaction, and experience-oriented communication approaches are addressed. Promotional activities targeting international audiences are evaluated. The role of digital platforms in tourism communication is analyzed. Students develop applied projects for the sector.

HİT-421 Professional Foreign Language V (Elective)

The Professional Foreign Language V course aims to enable students to communicate at an advanced professional level. Academic presentations, project reports, and sector-specific texts are studied. Terminological competence and fluent expression skills are developed.

HİT-423 Modern and Contemporary Art (Elective)

The Modern and Contemporary Art course examines art movements from the 19th century to the present. Different movements from Impressionism to contemporary art practices are compared. The social and political context of art is analyzed. Current forms of expression such as new media, performance, and conceptual art are addressed. Students develop critical thinking skills through artwork analysis.

HİT-425 Advertising Campaign Applications (Elective)

This course focuses on the planning and implementation processes of advertising campaigns. Brief preparation, target audience analysis, and strategy development stages are covered. Media planning and budget management are addressed. Students create campaign drafts through teamwork. Performance measurement and evaluation are conducted at the end of the process.

HİT-427 Human Resources Management (Elective)

The Human Resources Management course examines employee relations and organizational structure in institutions. Topics such as recruitment, performance evaluation, and career planning are addressed. Motivation, leadership, and organizational culture are emphasized. The impact of employee satisfaction on organizational success is discussed. Basic labor law and ethical principles are evaluated. The course aims to strengthen the link between management and communication.

HİT-429 Sociology of Social Media (Elective)

This course analyzes the effects of social media on individuals and society from a sociological perspective. Concepts such as identity presentation, digital culture, and virtual communities are examined. The agenda-setting power of algorithms is discussed. Digital activism and online public sphere concepts are addressed.

HİT-431 Media Analysis (Elective)

The Media Analysis course teaches methods for analyzing different media contents. News, advertising, and entertainment content are examined through various theoretical approaches. Concepts such as language, representation, and ideology are emphasized. Students practice comparative content analysis. Critical thinking and interpretation skills are developed. The course supports media literacy awareness.

HİT-433 Political Campaigns (Elective)

This course addresses the planning processes of electoral and political communication campaigns. Target audience identification, message creation, and media strategies are examined. Leader image and discourse analysis are evaluated. The impact of public opinion research on campaign processes is discussed. Students conduct strategic analyses of sample campaigns.

HİT-435 Visual Communication Design (Elective)

The Visual Communication Design course aims to effectively convey messages through visual elements. Color theory, typography, and composition principles are taught. Design applications suitable for print and digital media are carried out. The process of creating visual identity is addressed.

HİT-437 Reputation Management (Elective)

The Reputation Management course examines the strategic management of public perception of organizations. Corporate identity, crisis communication, and media relations are key topics. Trust building and sustainable communication strategies are addressed. The impact of social media and digital platforms on reputation is evaluated. Measurement and evaluation tools are introduced. The course emphasizes the importance of long-term corporate value creation.

8th SEMESTER

HİT-404 Graduation Project II (Compulsory)

Graduation Project II focuses on the implementation and completion of the research or applied project planned in the previous semester. The processes of data collection, data analysis, interpretation of findings, and reporting the study in accordance with academic writing standards are addressed.

HİT-410 Case Studies in Public Relations (Compulsory)

Case Studies in Public Relations aims to analyze public relations practices through real institutional and campaign examples. Successful and crisis cases are evaluated in terms of communication strategies, target audience management, and message construction. Students develop the ability to interpret theoretical knowledge through concrete cases and perform critical analysis.

HİT-412 Communication Ethics (Compulsory)

Communication Ethics examines ethical values, professional responsibilities, and right–wrong judgments within communication processes in a theoretical framework. Ethical principles, professional standards of behavior, and ethical dilemmas are discussed across communication fields such as message production, media practices, public relations, and advertising. The course aims to develop students' ability to make ethical decisions in communication practices and to gain professional ethical awareness.

HİT-418 Crisis Communication (Elective)

Crisis Communication is based on the communication processes organizations establish with the public during unexpected situations. The stages of pre-crisis preparation, crisis management, and post-crisis reputation recovery are examined in detail. The importance of fast, accurate, and transparent information sharing is emphasized. Media relations, social media management, and spokesperson strategies are analyzed. Successful and unsuccessful crisis cases are evaluated through real-life examples.

HİT-420 Professional Foreign Language VI (Elective)

This course advances students' ability to understand foreign academic sources and communicate at a professional level. Reading activities are conducted using academic articles, sectoral reports, and current publications.

HİT-422 Image Management (Elective)

Image Management is based on the strategic shaping of public perception. Individual and corporate image components are examined in detail. Media visibility, social media usage, and perception control during crisis periods are addressed. Concepts such as trust, consistency, and transparency are emphasized. Strategies for long-term sustainability of image are discussed. Analytical studies are conducted through applied examples.

HİT-424 Public Relations in Non-Governmental Organizations (Elective)

This course evaluates communication processes of organizations operating for social benefit. Volunteer relations, donation campaigns, and awareness activities are emphasized. Methods of producing effective communication with limited budgets are examined. Media relations and digital visibility strategies are addressed. Students design social responsibility-based projects.

HİT-426 Intercultural Communication (Elective)

The impact of different cultural values and norms on communication is examined in detail. Perceptual and semantic differences arising from cultural diversity are analyzed. The transformation of communication practices through globalization is discussed. Communication challenges in international working environments are evaluated. The course develops effective communication skills in multicultural settings.

HİT-428 Consumer Behavior (Elective)

This course examines the psychological and sociological factors behind purchasing decisions. Concepts such as motivation, perception, and attitudes are evaluated. Brand loyalty and decision-making processes are analyzed through case studies. The impact of digital platforms on consumption habits is discussed. Research data is interpreted for strategic insights. The course develops communication planning skills from a consumer perspective.

HİT-430 International Public Relations (Elective)

Communication strategies of globally operating organizations are analyzed. The impact of cultural differences on planning processes in different countries is evaluated. International crisis management cases are examined. The structure of global media and the role of digital networks are discussed.

HİT-432 Critical Approaches in Public Relations (Elective)

Theoretical frameworks of the field are examined from a critical perspective. Power relations, ideology, and representation are discussed. The social impact of professional practices is evaluated. Ethical issues and alternative communication models are addressed. Academic text analysis is conducted. The course develops critical thinking and analytical skills.

HIT-436 Sustainability Communication (Elective)

This course addresses how environmental and social responsibility-based messages are constructed. Corporate sustainability reports and stakeholder communication are examined. Principles of transparency and accountability are emphasized. Ethical issues such as greenwashing are discussed. The relationship between long-term brand value and sustainability is evaluated. Responsible communication strategies are developed.

HIT-438 Media Economy (Elective)

The financial structure and operational mechanisms of the media sector are analyzed from an economic perspective. Ownership structures and revenue models are examined. The impact of digital transformation on media markets is evaluated. Concepts such as advertising, subscription, and platform economy are addressed. Strategies of global media companies are discussed. The balance between content production and economic sustainability is interpreted.