

PUBLIC RELATIONS AND PROMOTION DEPARTMENT – MASTER’S PROGRAM WITH THESIS
COURSE CONTENTS

1st SEMESTER

HIT-507 Scientific Research Techniques and Publication Ethics (Compulsory)

The Scientific Research Techniques and Publication Ethics course aims to develop students’ scientific thinking and research skills by covering the main stages of the research process, defining research problems, conducting literature reviews, designing research, and applying data collection and analysis methods. The course also examines qualitative and quantitative research methods, academic writing standards, citation techniques, and scientific reporting procedures.

HITS-513 Public Relations and Interactive Media (Elective)

This course examines how public relations practices are conducted in interactive media environments as part of the digitalization process. Topics include social media, digital platforms, online communication tools, and the role of new media applications in engaging target audiences. The course also covers digital content creation, online reputation management, participatory communication processes, and digital campaign management, aiming to enhance students’ ability to develop strategic PR applications in interactive media.

HITS-515 Creative Strategies in Public Relations (Elective)

This course focuses on creative thinking and strategy development in public relations practices. Students learn to design innovative communication methods. Topics include creative campaign design, target audience analysis, brand communication, and effective message creation. Successful PR cases are analyzed to illustrate how creative strategies are developed.

HITS-517 Gender Analysis in Advertising Campaigns (Elective)

This course examines how gender representations are created in advertising campaigns and how social gender roles are reflected in ad content. Students analyze advertising texts, visual materials, and campaign strategies from a gender perspective, examining stereotypes, representation methods, and cultural impacts, aiming to develop critical analysis skills.

HITS-519 Social Responsibility in Public Relations (Elective)

This course explores PR activities conducted by organizations within the framework of social responsibility. Topics include corporate social responsibility concepts, planning and implementing social responsibility projects, organization-community relations, and sustainability. Students develop the ability to design social responsibility-based communication strategies.

HITS-523 Public Relations in Non-Governmental Organizations (Elective)

This course investigates the role of public relations in NGOs' communication with target audiences and public opinion formation. Topics include NGO communication strategies, volunteer management, campaign planning, media relations, and awareness-raising efforts, aiming to enhance students' capacity to design effective communication strategies in the NGO sector.

HITS-525 Health Communication and Management (Elective)

The Health Communication and Management course covers fundamental concepts in health communication and management and their relationship with public relations. Students learn key approaches and concepts in health communication, and develop skills to review, analyze, and evaluate literature in this field.

HITS-527 Professional Ethics in Public Relations (Elective)

This course aims to develop an understanding of ethical principles and professional responsibilities in public relations practice. Topics include professional ethics, accuracy, transparency, public interest, and accountability, as well as ethical challenges in PR activities and approaches to resolve them.

HITS-535 Public Relations in Digital Environments (Elective)

This course examines the impact of digital transformation and new media on communication processes in public relations. Topics include digital PR tools, online audience analysis, brand communication on digital platforms, reputation and crisis management. The course also covers emerging technologies such as big data, AI, and viral marketing, aiming to enhance students' digital communication strategy skills.

HITS-537 Marketing Communication (Elective)

This course focuses on strategies used by organizations and brands to communicate effectively with target audiences. It covers advertising, public relations, sales promotion, direct marketing, and digital communication tools within an integrated marketing communication framework.

HITS-539 New Media and Democracy (Elective)

This course explores the effects of new media technologies on democratic processes, public spaces, and political communication. Topics include social media, digital participation, online public discourse, and the role of new media in democratic processes, aiming to develop students' critical perspective.

HITS-541 Semiotics (Elective)

This course examines the production of meaning through signs and symbols used in communication processes. Students study linguistic and visual signs, meaning-making processes, and semiotic analysis methods for media texts, aiming to develop skills to analyze communication materials.

HITS-543 Visual Culture (Elective)

The Visual Culture course aims to provide students with an in-depth understanding of the social, cultural, and psychological dimensions of visual media. The course focuses on how visuals shape society, convey meaning, and influence perception.

HITS-545 Artificial Intelligence Studies (Elective)

This course introduces students to the fundamental concepts, history, and significance of artificial intelligence in communication. Students learn to approach AI studies from a multidisciplinary perspective and develop knowledge and skills to utilize AI in communication practices.

HITS-547 Strategic Public Relations Management (Elective)

This course addresses the planning, implementation, and evaluation of public relations activities within a strategic management framework. Topics include target audience analysis, developing communication strategies, reputation management, and crisis communication, aiming to enhance students' ability to create strategic PR plans.

HIT-591 Digital Activism (Elective)

This course explores the impact of digital media on social movements and activism. Topics include campaigns conducted via social media platforms, online organization, digital participation, and the role of digital activism in social and political processes. Students develop the ability to analyze communication strategies in this area.

2nd SEMESTER

HIT-502 Seminar (Compulsory)

The Seminar course aims to develop students' skills in researching, analyzing, and presenting current scientific topics within their area of expertise in an academic framework. Students conduct a literature review on a selected topic, systematically evaluate the information obtained, and share their work through oral presentations and discussions.

HIT-594 Specialization Course (Compulsory)

The Specialization Course is designed to enhance students' knowledge in their specific field of expertise, improve their ability to follow current scientific studies, and increase academic awareness. Students review both fundamental and recent literature in their specialization, gain an understanding of research conducted in their field, develop the ability to evaluate scientific developments, and establish connections between their specialization and related disciplines. This course also supports the development of academic research, critical thinking, and scientific production skills.

HITS-512 Advertising Research and Campaigns (Elective)

This course emphasizes the importance of research in the planning and creation of advertising campaigns. Topics include advertising and market research, target audience analysis, and campaign development processes. Students learn how to design advertisements and develop advertising campaigns, applying their knowledge through practical projects to create a full advertising campaign.

HITS-514 Social Media Marketing (Elective)

This course examines how social media platforms are used in marketing communication. Students study social media strategies, digital content creation, target audience analysis, and brand communication. The course aims to enhance students' ability to develop effective marketing applications through social media.

HITS-516 International Relations and Lobbying (Elective)

This course explores the role of lobbying activities within the context of international relations and the strategies organizations use to influence decision-making processes. Topics include lobbying concepts, international communication processes, public diplomacy, and interest group activities. Students develop analytical skills to evaluate lobbying practices.

HITS-518 Creativity in Advertising (Elective)

The Creativity in Advertising course focuses on the importance of creative thinking and generating original ideas in advertising processes. Students study creative strategy development, designing advertising messages, producing audience-specific creative content, and creating effective advertising language. The course aims to enhance students' creative thinking abilities, enabling them to generate original advertising ideas and present them within a strategic communication plan.

HITS-524 Public Relations in Local Governments (Elective)

This course examines the role of public relations activities in the communication processes of local governments with citizens. Students analyze communication strategies of municipalities and other local authorities, public information campaigns, participatory governance, and PR practices at the local level. The course develops students' ability to evaluate public communication processes critically.

HITS-530 Organizational Culture and Public Relations (Elective)

This course addresses the concept of organizational culture and the relationship between internal communication processes and public relations activities. Topics include organizational values, norms, and communication structures. Students evaluate the role of public relations in establishing a strong organizational culture and in developing internal communication strategies, enhancing their analytical and practical skills.

HITS-544 Intercultural Communication and Public Relations (Elective)

The Intercultural Communication and Public Relations course explores fundamental theoretical knowledge related to intercultural communication, PR, and culture, as well as the relationships between these fields. Students study communication processes across different cultures, the impact of cultural differences on communication strategies, and international PR practices. The course aims to increase students' awareness of intercultural communication and PR literature, enable them to follow research in the field, and develop skills for interdisciplinary connections.

HITS-546 Academic Research Planning and Writing Skills (Elective)

This course develops students' abilities to plan scientific research, conduct literature reviews, and produce texts in accordance with academic writing standards. Topics include defining research problems, selecting methods, data collection and analysis, and academic writing techniques. The course aims to strengthen students' skills in preparing and reporting scientific research.

HITS-548 New Media and Public Relations (Elective)

This course examines the impact of new media on PR practices and the tools and strategies used in digital communication. Topics include social media platforms, online communication tools, digital content creation, and online reputation management. Students enhance their ability to develop effective PR strategies in new media environments.

HITS-550 Political Communication Research (Elective)

This course explores political communication processes and research methods used in the field. Topics include election campaigns, political message creation, media-politics relations, public opinion formation, and methodologies used in political communication research. Students develop the ability to analyze this field from a scientific perspective.

HITS-552 Media and Social Reality (Elective)

This course investigates the role of media in shaping and perceiving social reality. Topics include how media content represents reality, agenda-setting processes, media discourse, and societal impacts. Students develop critical skills to analyze the relationship between media and social reality.

HITS-554 Brand Communication (Elective)

This course examines how brands communicate with target audiences and the role of communication in creating brand value. Topics include brand identity, positioning, brand image, and integrated communication strategies. Students enhance their ability to develop and implement brand communication strategies.

HIT-596 Ways of Seeing (Elective)

The Ways of Seeing course explores how images create meaning and are interpreted in the context of visual culture and communication. Topics include visual perception, modes of representation, meaning-making in art and media, and methods for analyzing visual texts. Students develop the ability to critically analyze visual content.

3rd SEMESTER

HIT-581 Specialization Course (Compulsory)

The Specialization Course aims to deepen students' knowledge and understanding in their specific field of expertise, keep them up-to-date with current scientific developments, and strengthen their academic perspective. Students review both fundamental and recent literature, evaluate research trends, develop the ability to analyze scientific studies, and establish interdisciplinary connections related to their field. This process also supports students' critical thinking, academic research, and scientific production skills.

HIT-501 Thesis Work (Compulsory)

The Thesis Work course aims to enable students to conduct research in their field of specialization using scientific methods and techniques, and to present their findings in the form of an academic thesis. Students learn how to define a research problem, select and apply appropriate research methods, collect and analyze data. The course also develops skills in academic writing, evaluating scientific literature, and systematically presenting research results. The objective is to enhance students' scientific curiosity, cultivate a research culture, and produce original work contributing to the field's literature.

4th SEMESTER

HIT-582 Specialization Course (Compulsory)

This Specialization Course aims to further develop students' theoretical and current knowledge in their field of study, cultivate a habit of regularly following scientific literature, and increase academic awareness. Students review fundamental and recent sources related to their field, assess research topics, interpret scientific developments, and establish interdisciplinary connections. This process strengthens students' research competence, critical thinking, and capacity to contribute to scientific production.

HIT-500 Thesis Work (Compulsory)

The Thesis Work course continues students' research on their chosen topic using scientific methods and techniques and develops the findings into an academic thesis format. During this semester, students advance data collection and analysis, deepen literature review, and continue to report results systematically in accordance with academic writing standards. The course also focuses on enhancing evaluation and interpretation skills to strengthen the scientific contribution of the work.