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**PUBLIC RELATIONS AND ADVERTISING**

**UNDERGRADUATE PROGRAM COURSE DESCRIPTIONS**

**ENG113 Academic Reading and Writing I (2-2-0-3-4)**

Introduction to the course; tenses - advanced level; gerund, infinitive and participle constructions; adjectives and adverbs; relative and other clauses; modal verbs and concepts; passive constructions; reported speech; conditional constructions; variations of conditional constructions; developing a paragraph; making an outline; writing a descriptive paragraph; using synonyms; transitions to compare and contrast; phrasal verbs.

**ENG114 Academic Reading and Writing II (2-2-0-3-4)**

Advanced practices to develop reading; listening, writing and oral presentation skills; matching definitions and defining new terms; learning an using noun collocations to expand vocabulary; using noun collocations; sentence fragments; writing an opinion essay with a counterargument; using prefixes to guess meaning of new vocabulary; writing a cause & effect essay; complex sentences with "because, since, when"; writing a problem, solution essay and writing thesis statements; passive voice.

**TRD111 Turkish I (2-0-0-2-2)**

Orthographic rules; phonetics; semantics; wording; language; general information about Turkish; history of Turkish language; instructor to verify completion; Turkish alphabet; vowels in Turkish alphabet; Turkish pronunciation; vowel harmony; plural suffix in Turkish; personal pronoun in Turkish; question suffixes in Turkish; questions sentences in Turkish; ordinal numbers in Turkish; Turkish adjectives and it’s opposites; basic verbs in Turkish; present continuous tense in Turkish; present continuous tense suffix in Turkish; emotions in Turkish; reactions in Turkish.

**TRD112 Turkish II (2-0-0-2-2)**

Language families; accents and dialects; verbal and written expressions; instructor to verify completion; general information about Turkish; history of Turkish language; possessive pronouns in Turkish; Turkish vowel harmony; possessive suffixes in Turkish; consonant voicing in Turkish; present continuous tense in Turkish; imperative mood in Turkish; temporal adverbs in Turkish; talking about life history; compare the conjunctions.

**ATA111 Atatürk Principles and the History of Turkish Revolution I (2-0-0-2-2)**

The aim of the revolution and related topics; the decline and fall of Ottoman Empire; the First World War; Mondros and Sevres Agreements; Mustafa Kemal and the organization of the national struggle; the last Ottoman Parliament and the proclamation of Misak-ı Milli; the establishment of Turkish grand national assembly.

**ATA112 Atatürk Principles and the History of Turkish Revolution II (2-0-0-2-2)**

The National War of Independence; eastern and western fronts; Mudanya Agreement and the end of sultanate; Lausanne Peace Conference and the establishment of the republic; the new republic; the opposition and Progressive Republican Party; the renovations in education and culture; the Mousul question; the experiment of multiparty system-Liberal Republican Party.

**PRA101 Foundations of Communication (3-0-0-3-7)**

Definition of communication concept; aspects of human communication; functions of communication; communication process and its components; verbal communication and colloquialism; written communication; problems and principles in communication; communication process operation; body signals; interpersonal distances; lie and body signal.

**BBA101 Introduction to Business (3-0-0-3-7)**

Definition of business; business administration functions; formation of a business unit; business in global markets; general management in business; human resource management in business; accounting and financial activities in business; operations management in business; marketing management in business; business and economics; social responsibility, ethics and law in business; new developments in business.

**PRA102 Foundations of Public Relations (3-0-0-3-7)**

Definition of public relations; public relations theories; integrated marketing communication and public relations; proactive and reactive public relations; historical development of public relations; concept of target audience in public relations; public relations and media; public relations methods and tools.

**PRA103 Behavioral Sciences (3-0-0-3-6)**

Information on psychology, sociology, anthropology and social psychology; relations between social sciences and behavioral sciences; definition of personality; relation between personality and behavior; definition of social perception; relation between social perception and learning; essential factors for effective communication; basic group models in literature; subject of social impact; social impact and compliance models; subject of leadership and its models; theories on aggression and conflict.

**CLP001 Career and Life Planning (0-3-0-1-3)**

Professional and personal development; seminars; social, sportive, and cultural activities; the dynamics of university life; actions to be taken for getting ready to business world before graduation; setting goals; skills and competencies to be improved for getting ready to business world; creating personal vision; taking initiative to accomplish an objective; personal image as a university student; communication; stress management.

**PRA104 Foundations of Advertising (3-0-0-3-6)**

Concept and types of advertising; advertising communication; relation between advertising and marketing; advertising history and globalization; advertising process; people and organizations in advertising process; authorities and the responsibilities of clients, media and advertising agencies in advertising process; consumer behaviors and advertising; advertising research; essentials in advertising budgets; interaction between advertising and public relations; definition of the campaign process in advertising.

**BBA341 Marketing Management (3-0-0-3-7)**

Developing marketing strategies and plans; connecting with customers: creating long-term loyalty relationships, building strong brands: identifying market segments and targets, creating brand equity; product and service strategies; pricing strategies; managing marketing channels; elements of integrated marketing communications, digital communications; advertising, sales promotions, events and experiences, and public relations; direct marketing; word of mouth; and personal selling.

**PRA201 Marketing Communications (3-0-0-3-6)**

Transformation of marketing strategies and practices in historical perspective; strategic communication in product-oriented marketing, sales-oriented marketing, and consumer-oriented marketing; new marketing communication concepts and practices which has aroused with new communication technologies; use of databases in marketing communication; social media marketing; effective use of social networks in marketing; mobile marketing.

**PRA202 Media, Culture and Society (3-0-0-3-6)**

Interaction between social structure, culture and media; concepts of subculture, high culture, folk culture, mass culture, and popular culture; ideologic and commercial functions of media; cultural industry and media; life styles and media from the historical and cultural perspective; relations between media and society in the global world.

**PRA203 Public Relations Campaigns (3-0-0-3-6)**

Outlines of the public relations campaigns and its supports to reputation and marketing of organizations; effects of public relations campaigns on the organizations and its departments; consistency and collaboration in public relations campaigns of non-governmental organizations, private sector, and academic departments; effects of public relations campaigns on society; sustainability aspects of public relations campaigns; media relations in public relations campaigns; social media classic visual and printed media effects in public relations campaigns; budgeting for public relations campaigns; measurement and evaluation of public relations campaigns.

**PRA204 Social Media (3-0-0-3-6)**

Culture and social media; privacy and surveillance; law and ethics in social media; identity and recognition in social media; social networking and social capital; technological convergence and the rise of mobile technologies; measuring, monitoring and analyzing social media trends and impact; crowdsourcing and the news; social media and organizations; social media and government/diplomacy; social media and activism.

**PRA205 Advertising Campaigns (3-0-0-3-6)**

Steps of advertising campaigns; various types of advertising and recruitment of agencies in marketplace; the traditional linear communication model for advertising campaigns; the new interactive, nonlinear, multivocal communications model for advertising campaigns; advertising strategies; segmenting, targeting, and positioning in advertising; budgeting process in advertising; integrated marketing communications perspective in advertising; media mix and media planning; advertising and history of brands.

**PRA206 Communication Theories** **(3-0-0-3-7)**

Concept and theories of communication; theories on symbolic organizations; theories of message production; theories of message processing; communication theories on developing relationship; communication theories on ongoing relationships; theories on organizational communication; theories on small group communication; theories on media processing and effects; theories on media and society; theories on culture and communication; evaluation of critical thinking in communication theories.

**PRA207 Media Literacy (3-0-0-3-6)**

Definition and types of media; discourse and content in media; media literacy concept and its development; education of media literacy and media literacy approaches of the countries; new mass communication tools and development of media concept in globalization process; relation between the concepts of media and democracy; discrimination and pluralism in media; media ownership and monopolization; media literacy in informatics.

**BBA220 Entrepreneurship (2-0-2-3-7)**

Basic concepts of entrepreneurship; franchising; buyouts; small and medium sized enterprises; start- ups; entrepreneurship process; implementing new business plans; commercialization; business plan canvas; innovation and organizational change in existing organizations; entrepreneurship; creating and expanding new markets; operational challenges and opportunities; development and management of family businesses; examples from entrepreneurial successes and failures; types of entrepreneurship; social entrepreneurship.

**BBA342 Brand Management (3-0-0-3-6)**

Basic concepts; brand management; brand equity; brand positioning; designing marketing programs to build brand equity; integrating marketing communications to build brand equity; brand equity measurement and evaluation; branding strategies; brand extensions; sustainability in brand management; global brands; organizational, managerial and ethical issues.

**PRA301 Political Communication (3-0-0-3-6)**

Political news, media and politics, myths and facts; early history of political communication studies; democracy and political communication; political and social integration under the influence of media technologies; mass communication and public space; political campaigns, political parties and media; political advertising; participation in political communication.

**PRA302 Research Methods in Communication (3-0-0-3-6)**

Research concept; scientific criteria; aims of science; types of scientific researches; framework and aspects for research methodology; archive management; content analysis; pragmatic analysis; departmental analysis; scientific analysis; case study; sample methods and its aspects; determination and importance of sample size; determine of research variables; introduction to survey method, types and aspects of asking a question in survey method; points to take into consideration in preparing a survey; scale types and aspects in survey method; preparing a survey’s questions for project; evaluation of surveys; data analysis/ spss application examples.

**PRA303 Persuasion Technics (3-0-0-3-5)**

Relation between social psychology and communication; importance of persuasion in various sectors; studies on automatic behavior; behavior stereotypes; reciprocity principle; social proof (consensus) principle; commitment and consistency principle; liking principle; authority principle, scarcity principle; sales and presentation skills.

**PRA304 Communication Law (3-0-0-3-6)**

Comprehension of aspects of legal rules; sources of law and difference between private law and public law; hierarchy of norms and notion of right; foundations of mass communication law; freedom of expression; constitutional essentials; right to information; freedom of thougt and expression; freedom of information; freedom of communication in Turkey; regulations in international law; universal declaration of human rights; European convention on human rights; European court of human right; importance and placement of international regulation in domestic law; press regime; press notion and comprehension of its duties; statement of basic notions related to press regime; crimes which is regulated press law; right of reply and regulation; radio-television regime; radio-television monopoly period; TRT and its legal studies; disappearance of monopoly and radio- television regulation in new period; basic characteristics of radio-television regime in new order; public and private radio-television establishments; duties and authorization of radio and television supreme council; independence of editing a program and broadcast principles; limitations of independence of editing a program; cinema and video regime; explanation of censorship system; internet and informatics regime.

**PRA401 Marketing Research (3-0-0-3-5)**

Definition of marketing researches; secondary and exploratory research for data collection; descriptive research; sampling in marketing researches; data analysis; special topics in data analysis; multidimensional scaling and conjoint analysis; presenting the results of researches; marketing-mix measures; brand and customer metrics; new approaches on marketing research.

**PRA403 Ethics in Communication (3-0-0-3-5)**

Ethic as a philosophical notion and subject of virtue; problems discussed as a part of ethic; ethic theories; ideological formalising in media and ethic; relation of word, message and ethic; relation of language and ethic; politics of media ethic and its solutions; media, mass communication and communication tools; difference of ethic and moral; moral and ethic notions in media industry; media and ethic responsibility notions; West in 18th century, reflection to regimes and pres of Liberal Theory Effect; globalisation notion and interpretation of ethic understanding in pres, self- control; ombudsman; reader represantation; public editorship; media economy relation and ethic relation; media-ownership relation and ethic relation; media, politic and ethic relations.

**PRA498 Intern I (0-0-0-0-4)**

Intern will be done aimed at practice within companies.

**PRA499 Graduation Project (0-2-0-1-4)**

Research, planning, implemantation and evaluation stages of scientific research projects; points to take into consideration in determining the subejct of research project; literature search method; reporting the literature search; quotation with reference sources; research report writing; definition of hypothesis in scientific research project; general definition and evaluation of scientific research methods; practice process planning of methods in research projects; creating a table of contents related to the content of researches; new subjects arouse in accordance with research results.

**PRA306 Strategic Brand Communication (3-0-0-3-6)**

Definition of brand; importance of branding; brand identity system; branding and organization associations; brand personality; brand identity implementation; brand strategy and consistency; managing brand communication tools; brand revision and leveraging brands; organizing for brand building; management of new media for branding.

**COMPULSORY COURSES IN PUBLIC RELATIONS SPECIALITY**

**PRA321 Public Relations Workshop (3-0-0-3-6)**

The two subgroups of communication Public Relations and Advertising; interactive case studies; an organic structure of a PR agency and collaborations developed to discuss a PR Project in this structure; sustainability aspects in PR projects; relations with pres in PR projects; effects of social media, classic visual and printed press; supports given by agencies and advertising departments in the process of PR projects; significant differences between the projects that realized in public enterprises and private sectors.

**PRA322 Public Relations Writing Technics (3-0-0-3-6)**

Importance, advantages and benefits of knowing the writing technics for a public relations specialists; evaluation of interactive cases; essential writing technics for cultivate relationship with customers; preparation of a corporate presentations for customers; determination of essential subjects for corporate presentation texts; sorting of protocol in opening speeches and its importance; preparation of a corporate invitation texts for special days; building contents of invitations; reporting technics and points to take into consideration; determination of headings in reporting; language structure and importance of corporate texts in times of crises; writing technics used in news releases.

**PRA323 Corporate Communication Management (3-0-3-3-6)**

Corporate identity management; corporate image management; reputation management; media relations; event management; sponsorship; internal communication, corporate identity, corporate image; crisis management; issue management; lobbying.

**PRA324 Interactive Public Relations (3-0-0-3-6)**

PR models area of practice and relationship with other disciplines; the concept of new media; the concept of digital PR and tools and importance in terms of public relations; Digital PR (Public Relations) and new media; corporate blogs, corporate blogs effects on PR; Online newsletters; Public relations management in digital communication; Online crises communication; search engine optimization concept; corporate websites; the importance of corporate websites for public relations; the functions of the corporate website; the contribution to the marketing communications; online advertising; the concept of viral marketing; the importance of viral marketing concept for public relations; examples from the world and Turkey; online communities relations and the importance for the Public relations; the importance of mail (E-mail) and intranet for the public relations (within the institution motivation and staff, evaluation for partners and suppliers) to internalizing the issues discussed within the group during the period.

**ELECTIVE COURSES IN PUBLIC RELATIONS SPECIALITY**

**ITRD308 E- Commerce (3-0-0-3-6)**

Marketing management; definition of communication with market and e-commerce; segmenting and positioning and understanding buyers characteristics; understanding different media types; corporate identity; sales literature; brand; web site; sales staff; international fairs; product and packaging; parts of digital marketing; online market and customer research; B2B markets; digital marketing; use of social media; developing and managing B2C sales web site; success stories of some B2B and B2C sites; payment methods and rules; producing a business modal book and making a web site.

**BBA320 Idea Generation (3-0-0-3-6)**

Early stage entrepreneurial activities; creativity; design thinking; innovation management; stand-up phase; value creation; defining the business idea; business idea generation process; presentation of the business idea; customer appreciation and willingness to pay; technical and procedural feasibility.

**PRA411 Program Types and Production on TV (3-0-0-3-6)**

Introduction to television programming; director, producor, cameraman, sound man, art director, decorators, casting, catering, transportation, accounting and others, job descriptions, areas of responsibilities; importance of using the time in shooting; ways of using effective to shooting day, permissions in shooting, copywriting, deed of consent examples taken from performers or people who are taped in motion; well-written television film and its production; mathematics of scenario; weekly TV series writing of scriptwriters; documentary film scenario; points to take into consideration in cooking show; discussing the technics about timing.

**PRA412 Public Relations in NGOs (3-0-0-3-6)**

Civil society theories; transformation of civil society notion in history; civil society notion in history; Dynamics that provide to constitute civil society; definition of non-governmental organization; definition of non-profit organization; vision, mission and aim of non-governmental organization; types of non-profit organizations; development process of civil society as a third sector; different definitions of non-governmental organizations as a third sector; approaches oriented non-governmental organizational in different political structuring; organizational forms of non-governmental organizations in terms of democratic process; participant organization structure in non-governmental organization; importance of communication activity for non-governmental organization; in-house communication of non-governmental organization; importance and types of written communication in non-governmental organization; non-governmental organizations’ adaptation forms of new communication technologies to the in-house communication process.

**PRA413 Event Management (3-0-0-3-6)**

Improving the Destination’s image; Increase sales, Improve performance; support the local community; new skills and knowledge, job creation, infrastructure investment; destination management; local community; association / exhibitors; convention bureau/ participants; meetings incentives; conventions; events/exhibitions; the bidding process; program development and design; negotiating and best deal; work with convention bureau; site, venue, accommodations; targeting and positioning techniques; basic marketing mix theory for MICE industry; consumer buying; behavior models; marketing channels ; marketing plan formulation.

**PRA414 Corporate Social Responsibility (3-0-0-3-6)**

Corporate social responsibility notion; corporate social responsibility approaches of establishment in historical development process; international organizations and corporate social responsibility practices; non-governmental organizations and corporate social responsibility practices; social responsibility notion in marketing notion; corporate social responsibility and reputation management; social responsibility in terms of brand management; creating process of corporate social responsibility campaigns; social responsibility projects that carry out in Turkey and in the world.

**PRA415 Public Relations in Public Administration (3-0-0-3-6)**

Notions and approaches for contribution of public relations to the administration; public institutions and image in historical perspective; instruction to public and presentation function of public instutions; relation of establishments and public institutions; public official’s behaviors; guidance of public institutions; relation of citizens and public support; collaboration with society and participation; ways and method of recognition to public; new media effect to the public relations practices in public administration; public relations usage examples in public administration in different countries; historical development of public relations in public administration in Turkey and its existing state, its practices, its regulations and problems.

**PRA416 Public Relations Practices in Turkey (3-0-0-3-6)**

Cultural, social, economic, political factors that affect public relations practices; exemplary public relations practices in Ottoman; public relations practices in republic period; public relations in Turkey in 1940-60’s; first studies which are aimed at developing the public relations as a profession; changes which experinced after 1980 in public relations practices in Turkey; sectoral diversifying of public relations in Turkey; reflection of new communication technologies to public relations in Turkey.

**PRA417 Public Relations in Art Management (3-0-0-3-6)**

Definition and extent of art management; agencies in field of art; social, economic and cultural factors that effect to art establishments; branding in art; necessity of public relations and marketing in art; communication necessity and management of art establishments; artist and public relations; initiatives and public relations; marketing and public relations in art events; functions of public relations in participation to art; art marketing on web; balance in art and marketing relation.

**BBA442 Customer Relationship Management (3-0-0-3-6)**

Maximizing profitability; customer selection metrics; managing customer profitability; maximizing customer profitability; managing loyalty and profitability simultaneously; optimal allocation of resources across marketing and communication strategies; choosing the right product to the right customer at the right time; preventing attrition of customers; managing multichannel shoppers; linking investments in branding to customer profitability; acquiring profitable customers; managing customer referral behavior; organizational and implementation challenges; the future of customer management.

**BBA443 Digital Marketing (3-0-0-3-6)**

Channel planning; e-mail marketing; digital display; social media; organic search (SEO); paid search (SEM); content marketing; digital marketing analytics and return on investment (ROI); digital campaigns; lead generation; web presence; landing pages; mobile marketing; creating strategies in digital platforms.

**COMPULSORY COURSES IN ADVERTISING SPECIALTY**

**PRA351 Copywriting in Advertising (3-0-0-3-6)**

Copywriting and creativity in advertising; creative strategy; creative idea, rising of a creative idea and its stages; technics benefited in finding creative idea; creative process in advertising; usage of visual/verbal metaphor; rhetoric; rhetoric figure; linguistic support; printed advertising medium; ad writing; heading; subheading; main text; eplog and slogan; letter, leaflet-catalog; advertising medium that broadcast; television; scenario; format; story board; scale of shots; camera angle; writing a radio advertising; digital media; digital media writing; social media; online advertising; mobile application; push/pull message.

**PRA352 Advertising Analysis (3-0-0-3-6)**

Relation of the advertising with the social life and culture; aim and function of advertising; studies of British Cultural Studies; advertising practices in communication theories; communication theory persuasion-oriented; aspects and function of visual message in advertising communication; aspects and function of linguistic message in advertising communication; culture and interpretation system of Levi Strauss; Roland Barthes and contemporary myths; reflection on the advertising of cultural and social change; historcial development of advertising formats; qualitative analysis of advertising message by benefiting from semiotics.

**PRA353 Advertising Design (3-0-0-3-6)**

Media research methods; images and visual meaning; foundations of design; digital design; history and philosophy of design; digital design applications; interdisciplinary approaches in design; advanced digital design; digital media and culture.

**PRA354 Advertising Workshop (3-0-0-3-6)**

Graphic design programs and digital media application in advertising field; information and communication technologies with production standards of visual communication design; Microsoft Office applications, basic concepts related to Adobe programs (Photoshop, Freehand, Illustrator, etc.).

**ELECTIVE COURSES IN ADVERTISING SPECIALITY**

**ITRD308 E- Commerce (3-0-0-3-6)**

Marketing management; definition of communication with market and e-commerce; segmenting and positioning and understanding buyers characteristics; understanding different media types; corporate identity; sales literature; brand; web site; sales staff; international fairs; product and packaging; parts of digital marketing; online market and customer research; B2B markets; digital marketing; use of social media; developing and managing B2C sales web site; success stories of some B2B and B2C sites; payment methods and rules; producing a business modal book and making a web site.

**BBA320 Idea Generation (3-0-0-3-6)**

Early stage entrepreneurial activities; creativity; design thinking; innovation management; stand-up phase; value creation; defining the business idea; business idea generation process; presentation of the business idea; customer appreciation and willingness to pay; technical and procedural feasibility.

**BBA441 Consumer Behavior (3-0-0-3-6)**

Consumer behavior: meeting changes and challenges; the consumer research process; market segmentation and strategic targeting; consumer decision making: buying, using, and disposing; consumer motivation; personality, lifestyles and values and consumer behavior; consumer perception; consumer learning; consumer attitude formation and change; communication and consumer behavior; the family and its social class standing; influence of culture on consumer behavior; subcultures and consumer behavior; cross cultural and global consumer behavior; diffusion of innovations; consumer decision making and beyond; consumers social responsibility and green marketing.

**BBA443 Digital Marketing (3-0-0-3-6)**

Channel planning; e-mail marketing; digital display; social media; organic search (SEO); paid search (SEM); content marketing; digital marketing analytics and return on investment (ROI); digital campaigns; lead generation; web presence; landing pages; mobile marketing; creating strategies in digital platforms.

**PRA451 Advertising Production (3-0-0-3-6)**

Advertising agencies and their operations; media decisions and advertising medium in advertising production process; cost and computation in written and printed advertising medium; computation in internet, cinema and outdoor; production company; copywriting and production according to advertising medium; radio spot production; television advertising; stages of television advertising shooting; post-production and its stages.

**PRA452 Media Planning (3-0-0-3-6)**

Business of media; basic concepts in media; media in marketing management; parameters for media planning and target audience; integrated marketing communications and its tools; traditional media; internet marketing and social media; strategic media plan; media buying; media negotiation and media buying; buying print media; buying internet advertising; guerilla media buying.

**PRA453 Advertising Sales Management (3-0-0-3-6)**

Definition of channel; listing of advertising on channels; classification of advertising; explanation of marketing and sales management; discussing of theoretic subjects; classification of advertising and explanation of its aspects; explanation of differences that companies’ approaches to the printed advertising; explanation of differences that companies’ and consumer’s approaches to advertising; general evaluation to outdoor advertising; importance of the clients and consumers and explanation of its aspects; client and consumer expectations and buying behaviors; client types and their aspects.

**PRA454 History of Advertising (3-0-0-3-6)**

Advertising practices in a world before modern ages; first examples of printed advertising; industrial revolution and advertising; advertising medium arouse in the early of 20th century and advertising; birth of an advertising as a sector; involvement process of the advertising to the marketing approach; realization of creative revolution in advertising; advertising in post-industrial age; globalization in advertising and advertising agency; advertising and advertising agency in Turkey; reflection of globalization to advertising sector in Turkey; development of occupational organization in advertising area in Turkey and in the world.

**PRA455 Creativity in Advertising (3-0-0-3-6)**

Introduction to Advertising Creativity; Unification; Activation; Metaphor; Subtraction; Extreme Consequence; Absurd Alternative; Inversion; Attribute–Value Mapping; Practice the 8 tools- application.

**PRA456 Interaction of Advertising and Art (3-0-0-3-6)**

Literary texts and advertising; relation of fine arts and advertising; visual art works and advertising; usage of mythological factor in advertising; relation of advertising and performance arts; relation of advertising and cinema; advertising and music; digital art and advertising.