VOCATIONAL SCHOOL
DEPARTMENT OF MARKETING AND ADVERTISING
PROGRAM OF PUBLIC RELATIONS AND ADVERTISING
ASSOCIATE DEGREE CURRICULUM

Semester 1

Code	Course Title	T	A	C	ECTS	Status	Prerequisite
MHIT117	Public Relations Basics	3	0	3	10	Compulsory	
MHIT109	Behavioral Sciences	3	0	3	8	Compulsory	
MISL202	Principles of Marketing	3	0	3	6	Compulsory	
ATA101	Atatürk Principles and The History of Turkish Revolution I	2	0	2	2	Compulsory	
MING151	Basic English I	3	0	3	4	Compulsory	
	Total Credit			**14**	**30**		

Semester 2

Code	Course Title	T	A	C	ECTS	Status	Prerequisite
MING152	Basic English II	3	0	3	4	Compulsory	
ATA102	Atatürk Principles and The History of Turkish Revolution II	2	0	2	2	Compulsory	
MHIT114	Media Culture and Society	3	0	3	6	Compulsory	
MHIT106	Public Relations and Advertising Writing and Presentation	3	0	3	6	Compulsory	
MISL116	Communication and Information Management	3	0	3	6	Compulsory	
MISL203	Business Ethics	3	0	3	6	Compulsory	
	Total Credit			**17**	**30**		

Semester 3

Code	Course Title	T	A	C	ECTS	Status	Prerequisite
MHIT225	Brand Management	3	0	3	6	Compulsory	
MTRD101	Turkish Language I	2	0	2	2	Compulsory	
MHIT247	Advertisement Analysis	3	0	3	6	Compulsory	
MHIT215	Digital Marketing and Consumer Behavior	3	0	3	6	Compulsory	
SECGNL3YY	Elective Course I	3	0	3	5	Elective	
SECGNL3YY	Elective Course II	3	0	3	5	Elective	
	Total Credit			**17**	**30**		

Semester 4

Code	Course Title	T	A	C	ECTS	Status	Prerequisite
MHIT216	Media Planning	3	0	3	6	Compulsory	
MTRD102	Turkish Language II	2	0	2	2	Compulsory	
MYYO108	Organizational Behavior	3	0	3	6	Compulsory	
MHIT220	Graduation Project	3	0	3	6	Compulsory	
SECGNL4YY	Elective Course III	3	0	3	5	Elective	
SECGNL4YY	Elective Course IV	3	0	3	5	Elective	
	Total Credit			**17**	**30**		

Semester 5

Code	Course Title	T	A	C	ECTS	Status	Prerequisite
	Total Credit						

Semester 6

Code	Course Title	T	A	C	ECTS	Status	Prerequisite
	Total Credit						

Semester 7

Code	Course Title	T	A	C	ECTS	Status	Prerequisite
	Total Credit						

Semester 8

Code	Course Title	T	A	C	ECTS	Status	Prerequisite
	Total Credit						

TOTAL CREDIT	**65**
TOTAL ECTS	**120**

Abbreviations: T=Weekly hours: theoretical; A=Weekly hours: application; C=Credits in Turkish System; ECTS= European Credit Transfer System

OKAN ÜNİVERSİTESİ
İSTANBUL

ASSOCIATE DEGREE CURRICULUM

ELECTIVE COURSES

Semester 1

Code	Course Title	T	A	C	ECTS	Status	Prerequisite
	SECOND FOREIGN LANGUAGE						
	DEPARTMENTAL ELECTIVE						
	FACULTY ELECTIVE						
	UNIVERSITY ELECTIVE						

Semester 2

Code	Course Title	T	A	C	ECTS	Status	Prerequisite
	SECOND FOREIGN LANGUAGE						
	DEPARTMENTAL ELECTIVE						
	FACULTY ELECTIVE						
	UNIVERSITY ELECTIVE						

Semester 3

Code	Course Title	T	A	C	ECTS	Status	Prerequisite
	SECOND FOREIGN LANGUAGE						
	DEPARTMENTAL ELECTIVE						
MHIT221	Social Responsibility	3	0	3	5	Elective	
MHIT227	Investigative Journalism	3	0	3	5	Elective	
	FACULTY ELECTIVE						
MGSA101	Fine Arts I	1	0	1	2	Elective	
MGRS202	Entrepreneurship	2	2	3	4	Elective	
	UNIVERSITY ELECTIVE						
KYP001-01	Career and Life	0	2	1	1	Elective	

Semester 4

Code	Course Title	T	A	C	ECTS	Status	Prerequisite
	SECOND FOREIGN LANGUAGE						
	DEPARTMENTAL ELECTIVE						
MHIT204	Awareness and Production	3	0	3	5	Elective	
MHIT238	Event Organization and Relations with Press	3	0	3	5	Elective	
	FACULTY ELECTIVE						
MGSA102	Fine Arts II	1	0	1	2	Elective	
MGRS202	Entrepreneurship	2	2	3	4	Elective	
	UNIVERSITY ELECTIVE						

Semester 5

Code	Course Title	T	A	C	ECTS	Status	Prerequisite
	SECOND FOREIGN LANGUAGE						
	DEPARTMENTAL ELECTIVE						
	FACULTY ELECTIVE						
	UNIVERSITY ELECTIVE						

Semester 6

Code	Course Title	T	A	C	ECTS	Status	Prerequisite
	SECOND FOREIGN LANGUAGE						
	DEPARTMENTAL ELECTIVE						
	FACULTY ELECTIVE						
	UNIVERSITY ELECTIVE						

Semester 7

Code	Course Title	T	A	C	ECTS	Status	Prerequisite
	SECOND FOREIGN LANGUAGE						
	DEPARTMENTAL ELECTIVE						
	FACULTY ELECTIVE						
	UNIVERSITY ELECTIVE						

Semester 8

Code	Course Title	T	A	C	ECTS	Status	Prerequisite
	SECOND FOREIGN LANGUAGE						
	DEPARTMENTAL ELECTIVE						
	FACULTY ELECTIVE						
	UNIVERSITY ELECTIVE						