



**T.C. İSTANBUL TİCARET  
ÜNİVERSİTESİ**

**İLETİŞİM FAKÜLTESİ  
HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ  
2021-2022 EĞİTİM-ÖĞRETİM YILI DERS İÇERİKLERİ**

**LNG 101 GENERAL ENGLISH 1 (2-0) 2 ECTS (COMPULSORY)**

Subject pronouns; poss. adj.s days of the week/ numbers 0-100 / classroom language/ A / an / plurals this / that / these / those adjectives colors / Review of Adjectives / Imperatives Let's Modifiers Quite / very / really / Word order in questions / Verb phrases Question words / Simple Pres. (+ / - / ?) / Word order in questions/ Verb phrases / Question word / Telling Time / Prepositions of Time / Adverbs / Write about your favorite day / Verb Phrases / Can cannot / Present Continuous Tense / The weather & Seasons / Present Simple & Present Continuous Tense.

**GNL 101 ATATURK'S PRINCIPLES AND HISTORY OF REVOLUTION 1 (2-0) 2 ECTS  
(COMPULSORY)**

Covers topics including but not limited to; Turkish War of Independence, Atatürk's Revolutions and Principles, as well as historical background of the Turkish Republic. Moreover, provides a thorough look at Atatürk' Revolutions and Principles and investigates Atatürk's thoughts with an emphasis on uniting Turkish Youth around national goals and inseparable unity of the Country, Nation and Government.

**GNL 105 TURKISH LANGUAGE 1 (2-0) 2 ECTS (COMPULSORY)**

Composition writing, spelling, punctuation, basic rules of Turkish language, resume writing constitute the fundamental focuses of study.

**ILF 117 INFORMATICS PRACTICES 1 (2-2) 7 ECTS (COMPULSORY)**

This course provides an introduction to the working principles of electronic devices with microprocessors. Students are expected to learn how to use computers and various computer programs.

**ILF 119 INTRODUCTION TO COMMUNICATION SCIENCE (3-0) 5 ECTS (COMPULSORY)**

It is aimed for the student to gain a theoretical perspective on the concept of communication. In addition, it is aimed to develop students' critical perspective about media. Understanding the basic concepts of communication science, understanding traditional and new media, understanding the relationship between language, culture, society and communication.

**HUK 223 BASIC CONCEPTS OF LAW (2-0) 4 ECTS (COMPULSORY)**

Concept of Law, Distinguishing Feature of the Concept of Law in Terms of Other Rules of Social Behavior / Concept of Sanction / Types of Law Sources / Separation of Private Law and Public Law / General Information on Sub-branches of Law in This Separation / Basic Concepts of Private Law / Basic Principles of the Constitution of the Republic of Turkey / Fundamental Principles of Democracy / Issues of Law Enforcement.

**GIT 121 BASIC PHOTOGRAPHY (2-2) 6 ECTS (COMPULSORY)**

The definition of photography, its historical development, photographic terms, trends in photography, shooting scales with examples, shooting practices, composition in photography, the golden ratio of the horizon, rhythm, texture, perspective, light and lighting principles are explained. By transferring the formation process of the image, it is tried to gain the ability to take photographs with the right lighting methods. Information about photographers and their works is given. In the light of theoretical knowledge, the practice of preparing well applied projects is gained.



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**SOS 100 SOCIOLOGY (2-0) 2 ECTS (COMPULSORY)**

Marx, Historical Materialism, Class Conflict, Alienation, Positivism, Comte, Suicide, Social Solidarity, Durkheim, Weber, Protestant Ethic, Bureaucracy, Simmel Formal Sociology, Tönnies, Gemeinschaft-Gesellschaft, Patriarchy, Feminism, Critical Theory, Discourse, Postmodernism, Ideology, Structural Marxism (Althusser), Simulation, Risk Society, Falsificationism, Paradigms, Symbolic Interactionism, Stamp, Cultural Studies, Globalization, Modernization Theory, Theories of Dependence, Globalization, Urbanization, Human Ecology, Poverty Culture, Collective Consumption.

**LNG 102 GENERAL ENGLISH 2 (2-0) 2 ECTS (COMPULSORY)**

Provide an examination of the genres, writing techniques, themes, and styles associated with fine literature. Literature analyses are conducted and students are prompted to think critically about idea development. Skills developed will be integrated to form a strong foundation in literature, grammar and composition.

**GNL 102 ATATURK'S PRINCIPLES AND HISTORY OF REVOLUTION 2 (2-0) 2 ECTS  
(COMPULSORY)**

The purpose of this course is to spotlight the historical movements in the Turkish history within the scope of revolution and formation of the new society. History of revolution, advances in politics and economy, formation of new Turkish society as well as modernization process can be stated as some of the topics covered in this class.

**GNL 106 TURKISH LANGUAGE 2 (2-0) 2 ECTS (COMPULSORY)**

Turkish language teaching, placing emphasis on grammar, writing, speaking skills, literacy writing tactics, report writing can be stated as some of the fundamentals covered in this class.

**ILF 118 INFORMATICS PRACTICES 2 (2-2) 6 ECTS (COMPULSORY)**

It will be instructed, in basic level, Photoshop program that the students need in a variety of fields such as design, montage, animation, and Indesign program which used on the desktop publishing. Also it will be performed simple applications to use some of the basis devices (digital camera, scanner, delineaoscope) that are used computer-aided planning and presentation.

**ILF 340 PHILOSOPHY OF COMMUNICATION (3-0) 3 ECTS (COMPULSORY)**

This course aims to deepen the ways in which we learn about human communication and the basic assumptions underlying it. We are already communicating when we talk about communication. The effort to explain and convey the essence communication is itself a communication. Therefore, the philosophy of communication is a process that should be carried out with a very thoughtful and high critical capacity. Because every determination we make about communication is shaped by a series of forms or assumptions of communication that we use when trying to convey that determination, that we receive given or that unwittingly believe in our communication action. This course establishes a framework on the philosophy and rhetorical practice of social sciences and establishes the conceptual basis on which the course will walk. It tries to determine the relationship of communication with interpretation based on the role and functions of the comment by centering the concept of interpretation. It tries to illustrate the current philosophical state of communication from the perspective of theory and meta-theory



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2021-2022 EĞİTİM-ÖĞRETİM YILI DERS İÇERİKLERİ**

**ILF 120 THEORIES OF COMMUNICATION SCIENCE (3-0) 8 ECTS (COMPULSORY)**

The course will focus on establishing a basic definition of the field, recognizing some of the approaches used in communication and media studies, and increasing students' media knowledge. The origins of communication and its transformations from the beginning to the present are covered in this course.

**ILF 121 HISTORY OF COMMUNICATION AND MEDIA (3-0) 5 ECTS (COMPULSORY)**

The development, functions and effects of mass media are transferred chronologically from the printing press to new communication technologies. First civilizations and primitive means of communication, printing press, broadcasting and literacy tradition in the West, the birth of journalism, the social effects of the printing press, the birth of the press in the Ottoman Empire, the birth of radio, image technologies and mass society, the invention of television and its social effects, internet and digital communication age, new media are among the topics discussed.

**MIS 323 SOCIOLOGY OF COMMUNICATION (2-0) 2 ECTS (COMPULSORY)**

This course aims to understand the role of communication in issues such as socialization in the modern world, community problems, the settlement of sociocultural and political norms, the arrangement of daily life, and the construction of identity, by discussing the basic theories and approaches on the relationship between sociology and media. The subject of this course is communication studies, the main trends and debates on the forms of media and social interaction from the 20th century to the present.

**LNG 111 VOCATIONAL ENGLISH 1 (3-0) 3 ECTS (COMPULSORY)**

To make students cover / understand concepts and vocabulary for communications department. Brands, social media, advertising, competition

**HAI 101 FUNDAMENTAL CONCEPTS OF PUBLIC RELATIONS (3-0) 4 ECTS (COMPULSORY)**

The course, which aims to enable students to learn the basic concepts and theories of public relations at the beginner level, is planned to give all the terminology related to public relations expertise. Many subjects, from the history and definitions of public relations to crisis communication and reputation management, constitute the content of this course. The course covers basic topics such as methods and tools of public relations, relations with the media, and target audience management.

**HAI 114 FUNDAMENTAL CONCEPTS OF ADVERTISING (3-0) 4 ECTS (COMPULSORY)**

The context of this course involve that how is advertisement create by advertising agency, running structure in advertising management, advertisements effects, the effects of globalization on advertising, rules of advertising regulation etc.

**ISL 201 MARKETING MANAGEMENT (3-0) 4 ECTS (COMPULSORY)**

Identify core concepts of marketing and the role of marketing in business and society. Subjects covered include consumers, market research and target markets, feasibility analysis, products, promotion, channels of distribution, pricing, international marketing and use of technology in marketing. The aim of this course is to provide the students with the necessary information about the functioning and applications of the integrated marketing communication concept. Presentations, source books and articles and case studies will be used in the course. Case analyzes will be delivered to students before the lessons.



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### **GNL 450 CAREER PLANNING (2-0) 0 ECTS (COMPULSORY)**

This course aims to provide students with first-hand experiences from the business world. The course consists of a series of seminars by industry professionals and lecturers. It is conducted in the form of a 12-week seminar series on various topics. While some of the seminars are given by guests with industry experience, some weeks the lecturer gives information about the current business areas within the scope of the communication industry and encourages students to plan their professional careers.

### **MIS 122 BASIC JOURNALISM (3-0) 5 AKTS (COMPULSORY)**

It is aimed to give basic information and application techniques about journalism. The birth of the newspaper and the development of traditional journalism, the basic concepts of journalism, the role and importance of journalism in society, the ethical rules of journalism, the concept of news, news values, news gathering and news writing processes, news writing techniques and the use of photographs, news text editing, news analysis, censorship in the press. -auto censorship, local press and issues, news agencies are discussed.

### **GIT 202 GRAPHIC DESIGN 1 (2-2) 5 ECTS (COMPULSORY)**

This course is composed of studio projects which focus on the effective use of the basic graphic design concepts in practical works such as logo, logotype, brochure and print-ads. Primary aim of the course is to improve the ability of the students to convey messages through basic graphic design.

### **LNG 112 VOCATIONAL ENGLISH 2 (3-0) 3 ECTS (COMPULSORY)**

Global & Integrated Marketing Communications - Definition of marketing, Customer Relationship Groups (Butterflies, Barnacles...), Modern Marketing system, Marketing Mix, New Marketing Trends; Integrated Marketing Communications (IMC), IMC Tools, Benefits of IMC. Generational Marketing - Baby Boomers, Generation X, Generation Z, Millennials. How to market to Generations. How are they purchasing. Buying behaviors. Ethics in Pr & Advertising - Definition of Ethics. Ethics in Advertising, Ethics in Public Relations, 7 codes of Ethics, Dark PR, how dark PR works, Consequences of Dark PR, People behind Dark PR. Neuromarketing - Definition of Neuromarketing, The Tools of Neuromarketing (FMRI, EEG, Biometrics...) Neuromarketing in Branding, neuromarketing in Product & Packaging, Neuromarketing in Advertising, Neuromarketing in Digital Environment.

### **RKL 201 COPYWRITING (3-0) 3 AKTS (COMPULSORY)**

The aim of advertising agencies is to design creative advertisements in line with the demands of advertisers. The unit that designs the advertisements in advertising agencies consisting of different departments is called the creative department. This department consists of art directors and copywriters. Employees in this unit are responsible for developing advertising ideas and generating viable solutions in different media. The aim of the Copywriting course is to increase the knowledge and skill levels of the students about the process of generating an advertisement idea within the framework of the brief sent by the advertiser, adapting the idea to different channels and applying it.

T.C.  
İSTANBUL TİCARET ÜNİVERSİTESİ  
İLETİŞİM FAKÜLTESİ DEKANLIĞI





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HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ  
2021-2022 EĞİTİM-ÖĞRETİM YILI DERS İÇERİKLERİ**

**HAI 211 PUBLIC RELATIONS WRITINGS (3-0) 3 ECTS (COMPULSORY)**

The course aims to explain the importance of written and visual materials used in communication management. The process of preparation of materials used in communication management constitutes the content of the course.

**GIT 209 GRAPHIC DESIGN 2 (2-2) 5 ECTS (COMPULSORY)**

The main subject of the course is how to create designs such as logo design, posters, billboards, newspaper and magazine advertisements, outdoor designs, brochures and banners in the advertising projects of a product or service in accordance with the operating program of the creative group in the advertising sector. In short, all designs that are included in the printed works of the printing industry with mobile and printed media channels are applied in the computer environment in the lesson plan

**HIR 203 PERSUASION TECHNIQUES AND PERCEPTION MANAGEMENT (3-0) 4 ECTS  
(COMPULSORY)**

Persuasion concept, historical development, Aristo persuasion model, persuasion process, consequences of persuasion, theories of persuasion, persuasion in public relations, persuasion in advertising, persuasion in political communication.

**IKT 101 GENERAL ECONOMY (3-0) 3 ECTS (COMPULSORY)**

Fundamental theories of economics will be examined throughout the course. Mathematical representations of these theories will be presented with the help of basic concepts of economics and their wider reflections.

**ULT 340 INTEGRATED MARKETING COMMUNICATION (3-0) 4 ECTS (COMPULSORY)**

The process, which started with classic marketing, comes up with the aim of creating customer satisfaction and brand value with the single voice-only message principle under the name of integrated marketing communication.

**HIR 314 CORPORATE IMAGE AND REPUTATION MANAGEMENT (3-0) 3 ECTS  
(COMPULSORY)**

The aim of this course is to seek answers to the questions of what are the components of corporate reputation and how to build, protect, develop and measure reputation through these components. The content of the course consists of reputation management components, omnichannel strategies, reputation measurement methods, and case studies.

**MIS 230 COMMUNICATION LAW AND INTELLECTUAL PROPERTY RIGHT (2-0) 2 ECTS  
(COMPULSORY)**

The course contents basic concepts of communication law, freedom of communication, mass communication law, intellectual property right, brand and patent law.

**PSY 241 SOCIAL PSYCHOLOGY (3-0) 3 ECTS (COMPULSORY)**

In this course, basic social processes that affect interpersonal behavior and the basics of social psychology are given conceptual information. The study subjects, approaches, basic concepts and theories of social psychology and research methods are presented.



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ÜNİVERSİTESİ**

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HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ  
2021-2022 EĞİTİM-ÖĞRETİM YILI DERS İÇERİKLERİ**

**HAI 441 NEW MEDIA AND PUBLIC RELATIONS (3-0) 3 ECTS (COMPULSORY)**

New media concept and types , Facebook and public relations, Twitter and public relations, Instagram and public relations, Youtube and public relations, blogs and public relations, other social media tools and public relations, corporate reputation management in social media.

**SUI 101 INTRODUCTION TO POLITICAL SCIENCES (3-0) 3 ECTS (COMPULSORY)**

What is Politics? / Modern Political Life: The Birth and Globalization of Institutions / Political Ideologies / World View and Ideology / Organization of Politics / Democracy and Turkey / Social Actors of Politics and Turkey / Constitution-Legislation-Execution-Judgment and Turkey / Political Parties and Political Processes / Media and Politics .

**GNL 301 INTERNSHIP 1 (0-0) 6 ECTS (COMPULSORY)**

This course involves practice about corporate communication, public relation and advertisement.

**RKL 307 NEW MEDIA ADVERTISING (3-0) 3 ECTS (COMPULSORY)**

The context of this course will teach to such as new media concept, internet ads, mobile ads, virtual ads, advergames, 3D ads, social media ads topics on sample campaigns.

**HAI 322 BRAND COMMUNICATION (3-0) 3 ECTS (COMPULSORY)**

In this course, brand management and brand communication will be examined in detail. Within the scope of the course, the process of brand management and the factors affecting this process will be discussed and analyzes and discussions will be conducted through case studies. After the course, it is aimed to learn brand, branding, brand value, develop appropriate brand messages and media strategies and to learn that branding is an interactive process that requires consistent and continuous marketing communication. Presentations, source books and articles and case studies will be used in the course

**HAI 311 SOCIAL RESPONSIBILITY IN PUBLIC RELATIONS (3-0) 3 ECTS (COMPULSORY)**

Covers topics such as corporate social responsibility studies planned and carried out by public relations units, historical background, planning process of corporate social responsibility campaigns, corporate social responsibility areas, campaigns and exemplary practices.

**MIS 367 RESEARCH METHODS AND TECHNIQUES IN COMMUNICATION SCIENCES (3-0) 3 ECTS (COMPULSORY)**

To examine research methods in communication science. Quantitative and qualitative research methods, sampling methods in scientific research, content analysis, discourse analysis, in-depth interview, focus group interview, survey, ethnography, phenemology, netnography, research methods and techniques in new media studies Online qualitative research methods.





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ÜNİVERSİTESİ**

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HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ  
2021-2022 EĞİTİM-ÖĞRETİM YILI DERS İÇERİKLERİ**

**ILF 331 OCCUPATIONAL HEALTH AND SAFETY IN COMMUNICATION SECTOR (2-0) 2 A  
ECTS (COMPULSORY)**

The content of the course consists of the Occupational Health and Safety Law No. 6331, work accident and protection methods, fire and noise damages, ergonomics, sectoral risk factors, warning signs, risk assessment and implementation, and emergency situations and teams.

**GNL 302 INTERNSHIP 2 (0-0) 6 ECTS (COMPULSORY)**

This course involves practice about corporate communication, public relation and advertisement.

**HAI 449 CREATIVITY (3-0) 3 ECTS (COMPULSORY)**

Creativity, which can be defined as the creation of new products by combining existing information in different ways, is a potential ability of people and can be developed. The aim of this course is to reveal the creative potential of students by focusing on creative thinking techniques after examining the concept of creativity in depth. Within the scope of the course, both art products and creative advertisements will be examined, thus providing an environment for discussion on creative products.

**HAI 405 CONTENT MANAGEMENT (3-0) 3 ECTS (COMPULSORY)**

The course covers the production and management of quality content on digital platforms.

**HIR 410 PUBLIC RELATIONS AND ADVERTISING ETHICS (3-0) 3 ECTS (COMPULSORY)**

Ethics concept, personal ethics, occupational ethics, communications ethics, ethics models, ethics for public relations, ethics for advertising.

**ILF 208 CONSUMER BEHAVIOR (3-0) 4 ECTS (COMPULSORY)**

To familiarize you with research in consumer behavior with special focus on social psychology to help you appreciate some of key psychological processes that potentially influence consumer behavior. The course departs from theories of consumer behaviour and marketing communications, such as what drives needs and wants; how consumer preferences and habits are formed; how culture, mass media and social media are affecting consumer's values; thoughts, emotions and behaviour.

**HAI 416 CONSUMPTION SOCIETY (2-0) 2 ECTS (COMPULSORY)**

Understanding the causes of the consumer society. Understanding alternative thoughts to the consumer society. Consumer society, globalization, modernism-postmodernism, fashion-consumption, body-consumption, sustainability, alternative approaches.

**HAI 446 INTEGRATED COMMUNICATION CAMPAIGNS (3-0) 3 ECTS (COMPULSORY)**

The course includes planning, implementation and evaluation stages of the integrated communication campaign of brands.

T.C.  
İSTANBUL TİCARET ÜNİVERSİTESİ  
İLETİŞİM FAKÜLTESİ DEKANLIĞI





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## İLETİŞİM FAKÜLTESİ HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ 2021-2022 EĞİTİM-ÖĞRETİM YILI DERS İÇERİKLERİ

### **MIS 314 - MEDIA PLANNING (2-0) 2 ECTS (COMPULSORY)**

The course is an introduction to the field of media planning. It includes explaining the basic concepts related to media planning and informing about the basic measurement techniques and sector researches in the media planning process.

### **MIS 414 MEDIA AND ADVERTISING LITERACY (2-0) 2 ECTS (COMPULSORY)**

Media literacy approaches and practices are covered in this course. Design of media products, relationship between media and education, relationship between media and audience, relationship between media literacy and education, new media and changing literacy concepts.

### **ILF 402 GRADUATION PROJECT (1-4) 4 ECTS (COMPULSORY)**

In this course, students practise a project by using what they have learned during their instruction.

### **ILF 435 POPULAR CULTURE (3-0) 5 ECTS (ELECTIVE)**

This course focuses on current popular culture texts and provides students with conceptual inventory to conduct cultural analysis. The course approaches popular culture in a comparative fashion to underline the differences of various academic schools that study culture. Relation of everyday life with popular culture and various concepts of culture are examined.

### **HAI 204 DISCOURSE ANALYSIS (3-0) 5 ECTS (ELECTIVE)**

This course aims to help students understand the link between media, power, ideology and discourse.

### **PSY 100 PSYCHOLOGY (3-0) 5 ECTS (ELECTIVE)**

This is an introductory course in Psychology. Basic concepts of psychology along with the important research areas of the field will be examined. Traditional and modern trends in psychology, structure of neural system, senses, perception, sleep and dream, hypnosis and drugs, conditioning, cognitive approaches, memory, intelligence, language and thought, motivation, emotions, mental illnesses are just a few of the topics that will be dealt with throughout the course.

### **ISL 101 INTRODUCTION TO BUSINESS (3-0) 5 ECTS (ELECTIVE)**

Basic Concepts of Business Management, analysis of corporations and their relations with Environment, differences between manager and leader, rules to follow in establishing a company, basic management functions, Leadership, strategic Management, and elements of motivation can be stated as the major topics of study.

### **HAI 203 HISTORY OF ADVERTISING (3-0) 5 ECTS (ELECTIVE)**

The advertising history course, which is analyzed with the changing facets seen in the magazine of the advertisement, is presented with an example of the changing world and Turkey in terms of the history of the advertisement. He is campaigning for the history of advertising, focusing especially on developments in Europe, America and Turkey. From the first age, all kinds of advertising materials and people passing through are included. The same things happened in the advertisements of various times as well as the themes such as women and the environment.





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HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ  
2021-2022 EĞİTİM-ÖĞRETİM YILI DERS İÇERİKLERİ**

**HIR201 STORY DESIGN (3-0) 5 ECTS (ELECTIVE)**

The stories that have been transferred from generation to generation in different forms for thousands of years are one of the most important elements of cultures. Today, different kinds of stories continue to be encountered in various disciplines of the field of communication. In the Story Design course, various elements of the stories are examined and discussions are held on their use in different fields.

**HIR 207 VIDEOGRAPHY (2-2) 5 ECTS (ELECTIVE)**

This course addresses the theory and practice of film/video production. Students will be expected to understand: camera operation, audio control, basic directing, lighting, and editing. Students will also be expected to learn the terminology of video production/post-production and use this terminology competently.

**HIR 205 GENDER AND GENERATIONS RESEARCHES IN ADVERTISING (3-0) 5 ECTS  
(ELECTIVE)**

The course content of sex, gender, X, Y, Z and the Alpha Generations of what constitutes the world and in Turkey for research in this field

**HAI 348 INTERCULTURAL COMMUNICATION (3-0) 5 ECTS (ELECTIVE)**

The aim of the course is to make students understand the communication process in different cultures and to analyze the interaction of cultures with different symbols in the context of communication. In this course the students will learn intercultural communication theories and grasp how these theories help us to understand, overcome, and appreciate communicative differences. The concepts that they will cover include: the nature of signs linguistic relativity and the relationship between language and thought multilingualism the difference between linguistic and communicative competence nonverbal communication and the connections between language and power, race, class, and gender.

**HAI 321 EMOTIONAL INTELLIGENCE MANAGEMENT AND LEADERSHIP (3-0) 5 ECTS  
(ELECTIVE)**

This course covers differences between EQ and IQ, the important of EQ in daily life and business life, the role of and place of EQ on leadership, improving suggestions.

**RKL 301 DIGITAL MARKETING (3-0) 5 ECTS (ELECTIVE)**

In this course, the effects of digitalization on marketing will be discussed with advantages and disadvantages on the basis of digital marketing campaigns. The aim of the course is to provide students with applied knowledge about basic digital marketing tools such as Internet Advertising (Google - Facebook - Twitter - Instagram Advertising), search engine optimization and advertising, e-mail marketing, online reputation management.

**HAI 309 CRISIS COMMUNICATION (3-0) 5 ECTS (ELECTIVE)**

Crisis concept, crisis process, crisis types, crisis communications and crisis management, pre crisis communication, crisis communication, after crisis communication, crisis theories, crisis communications in social media, crisis communications and corporate reputation.



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### **HIR 312 CULTURAL STUDIES IN TURKEY (3-0) 5 ECTS (ELECTIVE)**

The center of this course is the emergence and institutionalization of cultural studies discipline along with its relation to social sciences. Following these topics, the reception of the field in the Turkish academy and intellectual environment is discussed. Turkey-based studies and intellectual productions that can be considered within the scope of cultural studies discipline will be elaborated. The course concludes with an assessment of this discipline within the current social science paradigm and an attempt to foresee future projections.

### **HAI 305 DIGITALIZATION AND SOCIETY (3-0) 5 ECTS (ELECTIVE)**

The aim of the course is to enable students to think and criticize the changing structures in the digital world. To discuss the change of digitalization in social institutions such as economy, politics, art and education.

### **RKL 314 BRAND HARMONY IN CONTENTS (3-0) 5 ECTS (ELECTIVE)**

The aim of this course is to seek answers to the questions of what are the components of corporate reputation and how to build, protect, develop and measure reputation through these components. The content of the course consists of reputation management components, omni-channel strategies, reputation measurement methods and case studies.

### **HIR 301 MEDIA AND REPRESENTATION (3-0) 5 ECTS (ELECTIVE)**

It is a course that offers the necessary theoretical perspective to understand and analyze the social representations in the media and the identities they reveal in detail.

### **HAI 478 EFFECTIVE PRESENTATION TECHNIQUES (2-2) 5 ECTS (ELECTIVE)**

One of the most important elements of academic career and business life is undoubtedly presentations. In the Effective Presentation Techniques course, ways of designing and realizing successful presentations are explored. In this context, the content of the course consists of subjects such as making preliminary preparations for the creation of personal and corporate presentation files, determining the necessary tools and equipment for the creation of presentation files, creating the content, and realizing the presentation.

### **HIR 303 VISUALITY IN COMMUNICATION MANAGEMENT (3-0) 5 ECTS (ELECTIVE)**

The aim of the course is to draw attention to the importance of visual communication in communication management and to reveal the elements to be considered in the design of visual messages. The emergence of visual culture, visual communication elements, the use of visual elements in communication management, psychological effects of visual elements constitute the content of the course.

### **HAI 407 ALTERNATIVE MARKETING METHODS (2-2) 5 ECTS (ELECTIVE)**

This class informs the participant about current marketing methods and introduces alternative marketing strategies (Market entry strategies, reformulation strategies, renewal strategies, product line expansion strategies, horizontal diversification strategies, market development strategies, market expansion strategies, market segmentation/product differentiation strategies, circular diversification), strategies, clustered diversification strategies, forward and/or backward integration strategies).



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## İLETİŞİM FAKÜLTESİ HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ 2021-2022 EĞİTİM-ÖĞRETİM YILI DERS İÇERİKLERİ

### **HAI 443 MARKETING AND ADVERTISING RESEARCHES (3-0) 5 ECTS (ELECTIVE)**

This course teaches the participants the stages of the research process, market research methods, the stages followed in sampling, the principles of preparing the questionnaire and the scaling method. The content of this course is to learn to tabulate, encode and count data, and to analyze and interpret data. Within the scope of this course, the participant learns to prepare, execute, measure and develop a research proposal.

### **HAI 409 ENTERTAINMENT MARKETING (3-0) 5 ECTS (ELECTIVE)**

The course aims the students to become public relations specialist in the entertainment industry. The entertainment industry tools like recreational shopping, differences between free time and spare time, television, movie, music, art, pc games etc. will be analyzed deeply.

### **MIS 420 PORTFOLIO DESIGN (2-2) 5 ECTS (ELECTIVE)**

For people who are aiming for careers in creative industries or who are already working, the portfolio is a must. Next to the CV, the file is called a portfolio that includes that person's competency areas and previous related work. Printed stories, produced advertising ideas, campaign ideas or printed novels, drawings and designs, architectural projects can be part of a portfolio. Do we need a portfolio as Public Relations and Advertising students? What should be in it if we need it? In this course, students will be able to come up with a road plan for the preparation of the portfolio by answering these questions and they will be expected to create their first portfolio by use of the curation of their past work.

### **RKL 406 GUERILLA ADVERTISING (3-0) 5 ECTS (ELECTIVE)**

Guerilla Advertising is a type of advertising that finds its audience at the most unexpected place and time to create surprise effect and induce engagement. Course will elaborate on this by looking into the conditions that brought up this trend. Latest developments in the field, most important examples from the industry and its effect on advertising in general will be visited.

### **HAI 411 HEALTH AND SPORTS COMMUNICATION (3-0) 5 ECTS (ELECTIVE)**

Introduces health communication theory, research, and practice. The primary course objective is to provide a solid framework for conducting health communication campaigns - including planning, implementation, and evaluation. By the end of the course, you will develop a certain savvy about health communication and skill set that should be useful in your professional career across a wide spectrum of health communication situations. The course also covers the design, implementation and evaluation mass media campaigns to promote public health goals, examines theories and research on media influences with respect to the potential harmful influences of the mass media on human health behaviors, and students design a digital media-based health communication campaign.

### **HIR 401 NON GOVERNMENT ORGANIZATIONS AND PUBLIC COMMUNICATION (3-0) 5 ECTS (ELECTIVE)**

The course focuses on how communication should be between non-governmental organizations and public. The content of the course is the public announcement of the campaigns by NGOs and how to communicate with their members.



**T.C. İSTANBUL TİCARET  
ÜNİVERSİTESİ**

**İLETİŞİM FAKÜLTESİ  
HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ  
2021-2022 EĞİTİM-ÖĞRETİM YILI DERS İÇERİKLERİ**

**HIR 403 URBAN COMMUNICATION (3-0) 5 ECTS (ELECTIVE)**

The course, which aims to raise awareness of urban communication and urban communication management phenomena, provides an understanding of different urban communication phenomena and environments within the scope of urban communication, communication-based urban policies, urban life quality, urban life culture, urban communication discourse, urban communication management, urban brand studies. as determined.

**GNL 328 VOLUNTEERING STUDIES (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

The main purpose of the course is to strengthen the ties between the university and the society by using the knowledge, skills and experience that students have acquired throughout their education life; humanitarian, social, economic, etc. to raise awareness about problems and various issues and problems in society, especially about migration and disasters, the disabled, and disadvantaged groups; to ensure the development of human, social, cultural, moral values and skills through some volunteering activities they will participate in and carry out, and to increase visibility and awareness in the society on issues such as disability life, migration and disaster, where social sensitivity is high; thus, to enable students to take part in voluntary work for a period of time within a pre-prepared plan in a volunteering area of their choice and to share their results.

**HIR 405 PROFESSIONAL WRITING (3-0) 5 ECTS (ELECTIVE)**

Undoubtedly, one of the most frequently used methods of communication between individuals and institutions is writing. Employees communicate mostly in writing, both within the organization and with other institutions. So much so that there are people who specialize in some sectors as writers. However, literary arts are also a part of our culture. In the Professional Writing course, it is aimed to improve the writing skills of students in an artistic or sectoral sense.

**LNG 121 ADDITIONAL FOREIGN LANGUAGE: GERMAN (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

With the help of the subjects that make up the scope of the course, it is aimed to develop students' basic language skills (hearing and reading comprehension, speaking and writing).

**LNG 141 ADDITIONAL FOREIGN LANGUAGE: SPANISH (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

With the help of the subjects that make up the scope of the course, it is aimed to develop students' basic language skills (hearing and reading comprehension, speaking and writing).

**LNG 151 ADDITIONAL FOREIGN LANGUAGE: RUSSIAN (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

With the help of the subjects that make up the scope of the course, it is aimed to develop students' basic language skills (hearing and reading comprehension, speaking and writing).





**T.C. İSTANBUL TİCARET  
ÜNİVERSİTESİ**

**İLETİŞİM FAKÜLTESİ  
HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ  
2021-2022 EĞİTİM-ÖĞRETİM YILI DERS İÇERİKLERİ**

**LNG 181 ADDITIONAL FOREIGN LANGUAGE: CHINESE (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

With the help of the subjects that make up the scope of the course, it is aimed to develop students' basic language skills (hearing and reading comprehension, speaking and writing).

**LNG 191 ADDITIONAL FOREIGN LANGUAGE: ITALIAN (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

With the help of the subjects that make up the scope of the course, it is aimed to develop students' basic language skills (hearing and reading comprehension, speaking and writing).

**LNG 197 ADDITIONAL FOREIGN LANGUAGE: PERSIAN (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

With the help of the subjects that make up the scope of the course, it is aimed to develop students' basic language skills (hearing and reading comprehension, speaking and writing).

**LNG 198 ADDITIONAL FOREIGN LANGUAGE: ARABIC (3-0)**

**2 ECTS (UNIVERSITY ELECTIVE)**

With the help of the subjects that make up the scope of the course, it is aimed to develop students' basic language skills (hearing and reading comprehension, speaking and writing).

**LNG 171 ADDITIONAL FOREIGN LANGUAGE: JAPAN (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

With the help of the subjects that make up the scope of the course, it is aimed to develop students' basic language skills (hearing and reading comprehension, speaking and writing).

**LNG 131 ADDITIONAL FOREIGN LANGUAGE: FRENCH (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

With the help of the subjects that make up the scope of the course, it is aimed to develop students' basic language skills (hearing and reading comprehension, speaking and writing).

**LNG 201 ADDITIONAL FOREIGN LANGUAGE: SERBIAN (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

With the help of the subjects that make up the scope of the course, it is aimed to develop students' basic language skills (hearing and reading comprehension, speaking and writing).

**GNL 327 PARTICIPATION BANKING AND ISLAMIC FINANCE (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

The distinctive features of participation finance and its differences from conventional finance are introduced. Topics such as participation banks, participation insurance, capital market instruments-law, Islamic social finance, trends in participation finance, sustainability and environmental awareness are covered.



**T.C. İSTANBUL TİCARET  
ÜNİVERSİTESİ**

**İLETİŞİM FAKÜLTESİ  
HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ  
2021-2022 EĞİTİM-ÖĞRETİM YILI DERS İÇERİKLERİ**

**GNL 215 SIGN LANGUAGE (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

Sign Language includes the importance, history and alphabet, words in Sign Language, pronouns, adjectives, objects, names of tools, colors, country names, words used in social communication and the meanings of emotions and feelings in Sign Language.

**GNL 201 ACADEMIC TURKISH 1 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

With the help of the subjects that make up the scope of the course, it is aimed to develop students' basic language skills (hearing and reading comprehension, speaking and writing).

**GNL 310 TRADE MANAGEMENT (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

Trade Management course, in order to strengthen the causality between the university and the business world, is to enable students to get to know the management procedures and principles of trade and to develop and manage them by taking practical training in actual trade centers.

**HAI 208 ENTREPRENEURSHIP AND INNOVATION (3-0) 5 ECTS (ELECTIVE)**

Basic concepts in entrepreneurship, types of entrepreneurship, how to integrate constituents of entrepreneurship with marketing strategies, business plan creation, investor processes, legal regulations, business models, entrepreneurship strategies, the art of brand positioning, analysis of global and national case studies will be covered in detail.

**HAI 209 AND SOCIAL BENEFIT (3-0) 5 ECTS (ELECTIVE)**

Social responsibility and social benefit relationship, social responsibility areas and application methods, social benefits of social benefit, purpose and scope of social responsibility projects, legal structure of social responsibility projects and social responsibility-social media integration are discussed.

**RKL 210 ADVERTISING MANAGEMENT (3-0) 5 ECTS (ELECTIVE)**

Advertising is a sector consisting of various processes, starting from the advertiser, including the advertising agency, media agency, production company and some other actors. In the Advertising Management course, what needs to be done for the successful management of these processes is mostly discussed from the perspective of the advertising agency and the students are informed about the sector in general and the functioning of the advertising agency in particular.

**RKL 200 CUSTOMER RELATIONSHIP MANAGEMENT (3-0) 5 ECTS (ELECTIVE)**

Modern marketing and customer relationship, definitions and models, customer value, the relationship between customer satisfaction and customer loyalty, corporate culture planning of customer relationship management, practice of customer relationship management.

**HAI 414 SEMIOTICS (3-0) 5 ECTS (ELECTIVE)**

The semiotics course, which examines the phenomena of visuality from different aspects by using the semiotic method, takes advantage of the methodological approaches of semiotics and covers visual communication and visual culture subjects and phenomena ranging from visual arts such as painting, sculpture, photography, theater, cinema to visual arts, plastic arts, and digital arts, accompanied by various examples. takes over.



**TC. İSTANBUL TİCARET  
ÜNİVERSİTESİ**

**İLETİŞİM FAKÜLTESİ  
HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ  
2021-2022 EĞİTİM-ÖĞRETİM YILI DERS İÇERİKLERİ**

**HAI 206 AGENCY MANAGEMENT (2-2) 5 ECTS (ELECTIVE)**

Agencies are established structures to provide the creative needs of the business world, enabling the production of both creative messages and all kinds of content in today's marketing communication. In this course, we will get to know the agency ecosystem more closely and take a closer look at applications in the creative industries, especially in the PR and Advertising sectors. Another aim of the course is to learn the basic principles of working with agencies and to learn the intricacies of receiving services from agencies as corporate customers.

**HIR 202 DESTINATION MARKETING AND TOURISM ADVERTISING (3-0) 5 ECTS  
(ELECTIVE)**

The course covers the marketing of destinations and the promotion of tourism advertising campaigns.

**HIR 204 MODERN RETAILING AND STORE MANAGEMENT (3-0) 5 ECTS (ELECTIVE)**

Modern retailing and store management course focuses on basic concepts in retailing, institutional communication management and customer relations.

**HIR 206 BRANDING AND POSITIONING (3-0) 5 ECTS (ELECTIVE)**

The course will focus on explaining branding and positioning processes, the creation of brand architecture, the branding marketing relationship and the location of the brand phenomenon in marketing communication. Creating a brand platform, learning brand elements, learning how to make brand positioning will be among the basic skills that students will gain.

**ULI 222 HISTORY OF CIVILIZATION (3-0) 5 ECTS (ELECTIVE)**

To explore the cycle of international relations in the course of history, to understand the axis of world politics, to recognize the factors that make up civilizations, to decipher today's civilization, to collect scientific data on the future of global society, to clarify Turkey's position in the history of civilization.

**ULI 236 POLITICAL AND ADMINISTRATIVE STRUCTURE OF TURKEY (3-0) 5 ECTS  
(ELECTIVE)**

The main subjects of the course are the concepts of presenter and speaker, voice and breathe usage, the importance breathing control, the qualification of voice, correct and pleasant use of language, position in the presence of camera, the main points of makeup, reading technics on television prompter, moving under the intensive studio lights, moving under the extraordinary situation, news report studies, interview studies, studies on live and recorded broadcasts.

**HAI 318 SOCIAL MOVEMENTS AND ACTIVISM (3-0) 5 ECTS (ELECTIVE)**

To learn the reasons of social movements. To have general information about activist movements. Social movements and different forms of activism.

**SUI 420 PUBLIC DIPLOMACY AND LOBBYING (3-0) 5 ECTS (ELECTIVE)**

Covers issues including but not limited to; the notion of diplomacy and public diplomacy, history of public diplomacy, public diplomacy applications, notion of lobbying, history of lobbying, aims of lobbying, methods of lobbying, lobbying activities in Turkey and World.



**T.C. İSTANBUL TİCARET  
ÜNİVERSİTESİ**

**İLETİŞİM FAKÜLTESİ  
HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ  
2021-2022 EĞİTİM-ÖĞRETİM YILI DERS İÇERİKLERİ**

**RKL 404 ADVERTISING APPEALS (3-0) 5 ECTS (ELECTIVE)**

While designing advertising messages, various attractions are used to increase the impact of the content on the target audience. Among these appeals, which are used considering the demands of the advertiser and the characteristics of the target audience, the ones that stand out are the appeals such as humor, fear, sexuality, ecology, nationalism, individuality, collectivism and health. In the Advertising Attractiveness course, information is given about the nature of these attractions and how they are used in advertisements is examined through examples of successful advertisements.

**RKL 310 PRODUCT PLACEMENT (2-2) 5 ECTS (ELECTIVE)**

This class starts with an introduction to supraliminal advertisements, then covers topics such as its historical background, types of product placement integrations, the effects and reactions it triggers according to its typologies, exceptional strategies according to its types, the units that are effective in the product placement process, designing the product placement proposal, and legislation.

**HAI 316 SPONSORSHIP AND EVENT MANAGEMENT (3-0) 5 ECTS (ELECTIVE)**

Sponsorship concept, development of sponsorship, sponsorship types, sponsorship planning, sponsorship projects, event types , event planning, event projects.

**HIR 302 INTERNATIONAL PUBLIC RELATIONS CAMPAIGN (3-0) 5 ECTS (ELECTIVE)**

International Communication, International Public Relations, Intercultural Communication, Public Relations and International Communication can be stated as the core of the course

**HIR 304 MARKETING COMMUNICATIONS IN SERVICE SECTOR (3-0) 5 ECTS (ELECTIVE)**

Importance of marketing communication from the point of service sector, service oriented marketing communication, consumer communication, customer satisfaction, competition in service sector and specifically service sector conditionsin Turkey can be stated as the core of the course.

**RKL 311 ADVERTISING DISCOURSE (3-0) 5 ECTS (ELECTIVE)**

To analysis the discourse in advertising. Advertising discourses on various subjects Discourse of consumption in advertising.

**MTF 105 HISTORY OF ART (3-0) 5 ECTS (ELECTIVE)**

The main aim of the course is to teach students the main periods of world art history and works of art at the level of general culture.

**ULI 505 TURKISH POLITICAL LIFE (3-0) 5 ECTS (ELECTIVE)**

It is aimed to deal with the historical process that shapes today's politics on the basis of facts, theories and actors. Discussions on political and intellectual resources, political schools and writers, and political actors in Ottoman and Turkish modernization are analyzed.

**RKL 313 LUXURY BRAND COMMUNICATION (3-0) 5 ECTS (ELECTIVE)**

The course is designed to help students develop a deeper and more nuanced understanding of the multi-billion dollar market for luxury goods and services. At the same time the course will help students understand the demands and challenges faced by those seeking to become marketers in this sector. The





# T.C. İSTANBUL TİCARET ÜNİVERSİTESİ

## İLETİŞİM FAKÜLTESİ HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ 2021-2022 EĞİTİM-ÖĞRETİM YILI DERS İÇERİKLERİ

production, pricing, distribution and communication strategies of luxury brands will be analyzed. The differences between mass brands and luxury brands will be evaluated.

### **IST 342 PUBLIC RESEARCHES (2-2) 5 ECTS (ELECTIVE)**

What is public opinion and how does it create public opinion? Contents include; implications of opinion leader, two-step flow of communication, fourth power as public opinion, public opinion research and election survey, results of public opinion research in media.

### **RKL 450 ADVERTISING ANALYSIS (3-0) 5 ECTS (ELECTIVE)**

The ad analysis course, which carries out the work required to analyze the codes in the advertisements, aims to understand the language and the discourse of the ad within the framework of the specific themes used in the advertisements. The course, which clarifies the language and discourse of the advertisement, performs various readings and analyzes on the advertisement materials positioned in various advertising channels. It is tried to understand the nature and structure of advertisement through advertisement analysis within the scope of the course.

### **RKL 302 ADVERTISING PRODUCTION (2-2) 5 ECTS (ELECTIVE)**

Advertising production course focuses on how creative advertising and content used in various media are produced. Many known types of advertising such as print ads, advertising photos, animated movies, TV ads, radio spots are produced by production agencies on behalf of the advertising agencies. We will answer questions such as how these production processes work. What is the essence of collaboration between brand, ad agency, production agency and other 3rd parties that take part in the production process will be focus of the course.

### **HAI 412 PUBLIC RELATIONS AND ADVERTISING READINGS (3-0) 6 ECTS (COMPULSORY)**

In this course, globalization, green marketing, intercultural humor, digitalization etc. The relationship between the subjects and the field of advertising and public relations is explained.

### **HIR 402 INHOUSE PUBLIC RELATIONS (3-0) 5 ECTS (ELECTIVE)**

the course focuses on how public relations activities should be used effectively in order to increase productivity in all areas of institutions.

### **HIR 404 ARTIFICIAL INTELLIGENCE PRACTICES IN COMMUNICATION STUDIES (3-0) 5 ECTS (ELECTIVE)**

In addition to the evolution of artificial intelligence studies and improved practical applications, the solutions that AI produces in the field of communication and marketing, social life impact, philosophical end results and potential problems will be focused. The course aims to provide entry-level AI literacy for communication professionals and to have them gain knowledge about the applications of AI studies in the sector.

### **HIR 413 PERSONAL BRANDING (3-0) 5 ECTS (ELECTIVE)**

Personal branding concepts, elements of personal branding, personal branding strategy, integrated personal brand communication, effectiveness of personal branding, success management in personal branding, sustainable personal branding, personal public relations.





# T.C. İSTANBUL TİCARET ÜNİVERSİTESİ

## İLETİŞİM FAKÜLTESİ HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ 2021-2022 EĞİTİM-ÖĞRETİM YILI DERS İÇERİKLERİ

### **HAI 430 ART AND COMMUNICATION (3-0) 5 ECTS (ELECTIVE)**

The Art and Communication course, which examines art, society and cultural phenomena from different aspects and gathers them under the umbrella of communication, covers various communication processes from art phenomena to art environments. On the one hand, it deals with the meeting of art and communication at the theoretical level, on the other hand, it makes a strategic analysis of communication management in art environments. In this context, for example, a museum and an art gallery may be the subject of the course, as well as museology, curation or art communication.

### **ILF 329 POLITICAL COMMUNICATION (3-0) 5 ECTS (ELECTIVE)**

Political communication is a field of study that covers all kinds of communication activities carried out by actors aiming to obtain political power or to have an effect on it. Although mostly concentrated in election campaigns, political communication cannot be limited to election periods only; It has the potential to appear in every aspect of daily life, especially in democratic countries. In the Political Communication course, communication is approached from a political perspective and both various practices and the ideological reasons underlying them are examined.

### **MIS 414 MEDIA AND RELIGION (3-0) 5 ECTS (ELECTIVE)**

From past to present, the relationship between the media and religion is examined within the framework of issues such as how religion is represented in the media, how it is positioned, and how religion is informed in the media.

### **LNG 122 ADDITIONAL FOREIGN LANGUAGE: GERMAN 2 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

The course aims to further develop students' advanced language skills (hearing and reading comprehension, speaking and writing) with the help of the subjects learned at the basic level.

### **LNG 142 ADDITIONAL FOREIGN LANGUAGE: SPANISH 2 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

The course aims to further develop students' advanced language skills (hearing and reading comprehension, speaking and writing) with the help of the subjects learned at the basic level.

### **LNG 152 ADDITIONAL FOREIGN LANGUAGE: RUSSIAN 2 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

The course aims to further develop students' advanced language skills (hearing and reading comprehension, speaking and writing) with the help of the subjects learned at the basic level.

### **LNG 182 ADDITIONAL FOREIGN LANGUAGE: CHINESE 2 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

The course aims to further develop students' advanced language skills (hearing and reading comprehension, speaking and writing) with the help of the subjects learned at the basic level.



**T.C. İSTANBUL TİCARET  
ÜNİVERSİTESİ**

**İLETİŞİM FAKÜLTESİ  
HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ  
2021-2022 EĞİTİM-ÖĞRETİM YILI DERS İÇERİKLERİ**

**LNG 192 ADDITIONAL FOREIGN LANGUAGE: ITALIAN 2 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

The course aims to further develop students' advanced language skills (hearing and reading comprehension, speaking and writing) with the help of the subjects learned at the basic level.

**LNG 202 ADDITIONAL FOREIGN LANGUAGE: PERSIAN 2 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

The course aims to further develop students' advanced language skills (hearing and reading comprehension, speaking and writing) with the help of the subjects learned at the basic level.

**LNG 203 ADDITIONAL FOREIGN LANGUAGE: ARABIC 2 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

The course aims to further develop students' advanced language skills (hearing and reading comprehension, speaking and writing) with the help of the subjects learned at the basic level.

**LNG 172 ADDITIONAL FOREIGN LANGUAGE: JAPAN 2 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

The course aims to further develop students' advanced language skills (hearing and reading comprehension, speaking and writing) with the help of the subjects learned at the basic level.

**LNG 132 ADDITIONAL FOREIGN LANGUAGE: FRENCH 2 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

The course aims to further develop students' advanced language skills (hearing and reading comprehension, speaking and writing) with the help of the subjects learned at the basic level.

**LNG 204 ADDITIONAL FOREIGN LANGUAGE: SERBIAN, CROATIAN, BOSNISH 2 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

The course aims to further develop students' advanced language skills (hearing and reading comprehension, speaking and writing) with the help of the subjects learned at the basic level.

**GNL 314 OTTOMAN TURKISH (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

To gain the ability to read and understand literary and cultural texts written in Ottoman Turkish and to benefit from these sources. Basic features of Ottoman Turkish, alphabet, spelling and writing types, word and word types and literary and cultural texts written in Ottoman Turkish.

**GNL 202 ACADEMIC TURKISH 2 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

The course aims to further develop students' advanced language skills (hearing and reading comprehension, speaking and writing) with the help of the subjects learned at the basic level.

**GNL 316 HISTORY AND PHILOSOPHY OF SCIENCE (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

The main aim of this course is to create a holistic framework on the nature of scientific endeavor and the characteristics of scientific theories, taking into account the historical context. Within this framework, the distinctive features of scientific theories such as objectivity, measurability, testability, falsifiability, and



# T.C. İSTANBUL TİCARET ÜNİVERSİTESİ

## İLETİŞİM FAKÜLTESİ HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ 2021-2022 EĞİTİM-ÖĞRETİM YILI DERS İÇERİKLERİ

progressivism are examined in the light of historical experience from the ancient period to the Scientific Revolution and the birth of modern science and technology.

### **GNL 114 CIVILIZATION AND SOCIETY (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

To reveal the concept of civilization and its importance, to determine the vital importance of civilization on people and society, to grasp the basic philosophies and understandings in the emergence of civilizations, to indicate the roles of culture, beliefs and traditions in the formation of civilization, to establish links between civilization understandings and the solution of social problems in today's world. The agricultural revolution, the rise of the first civilizations in the Near East and Asia, the birth and development of the Greek and Hellenistic civilization, the Roman civilization, the birth and development of the Islamic civilization, the Middle Ages, Renaissance and Reform eras in the West, the Enlightenment and postmodern political, social and political civilizations. economic transformations.

### **GNL 112 A CULTURE CITY: ISTANBUL (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

To recognize the concepts of city and culture, values of city life; To examine the general characteristics (architecture, art, thought, daily life styles, economy-politics, etc.) of Istanbul, the capital of Islamic/Ottoman culture, in the context of city and culture concepts, through selected examples. Anthropological, philosophical and historical backgrounds of the concepts of culture and self; interactions of culture and self with psychology and other social sciences.

### **GNL 311 TRADING APPLICATIONS (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

Within the scope of this course, trade theories, international competition and trade policies are covered with practical examples.

### **GNL 330 HUMAN RIGHTS LAW (3-0) 2 AKTS (ÜNİVERSİTE SEÇMELİ)**

It will be discuss, human rights and human dignity, historical and philosophical sources of human rights, regime of limitation of human rights, characteristics of human rights, protection of human rights at the international level and national protection of human rights.

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İSTANBUL TİCARET ÜNİVERSİTESİ  
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