T.C. İSTANBUL TİCARET ÜNİVERSİTESİ

**İLETİŞİM FAKÜLTESİ**
**HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ**
**2026-2027 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 ATATÜRK'S PRINCIPLES AND HISTORY OF THE TURKISH REVOLUTION I (2-0) 2 ECTS (COMPULSORY)**

A comprehensive overview of the emergence, rise, stagnation, decline, disintegration, and collapse of the Ottoman Empire, as well as the causes that prepared the Turkish Revolution; events that occurred during the disintegration of the Ottoman Empire; World War I; occupations; societies; Mustafa Kemal Pasha's activities following the Armistice of Mudros and his passage to Anatolia; the opening of the Grand National Assembly of Turkey; the Treaty of Sèvres; the establishment of the regular army; the Greek general offensive and the battles on the Western Front; Mustafa Kemal Pasha's appointment as Commander-in-Chief; the Battle of Sakarya; the Great Offensive and the signing of the Armistice of Mudanya; the Treaty of Lausanne.

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

The aims and principles of the Turkish Language course, introduction of course topics, course monitoring methods. / Languages in terms of structure / The place of the Turkish language among world languages. / Types of language: spoken language / written language / dialect / accent / slang. / History of the Turkish language / Writing systems used by Turks / Writing and Language Reform. / Characteristics of Turkish. / Plan for analyzing essays / Methods for identifying topic, theme, and main idea. / Current issues of the Turkish language; information on language–culture, language–thought, and language–communication / The place of Turkish among world languages / Spelling rules and punctuation / Rules and forms of expression / Paragraph knowledge and types of paragraphs / Problems of Turkish and disorders in language acquisition – language errors, foreign words in Turkish / Rules of composition writing / Expression disorders.

**ILF 111 DIGITAL MEDIA PROGRAMS AND APPLICATIONS I (2-2) 6 ECTS (COMPULSORY)**

This course aims to provide an understanding of the basic structures and operating principles of digital media tools. Students acquire technical knowledge regarding content production and editing processes on digital platforms. At the beginning of the course, the basic features, areas of use, and user interfaces of digital media software are introduced. The practical use of graphic design, video editing, and basic animation tools is taught. Within the theoretical framework, the importance of digital media programs in terms of creativity and interaction is discussed. Students produce content by using the skills they have learned in individual and group projects and present their projects. This course offers communication faculty students an introduction to exploring the technical infrastructure of the digital world and provides basic-level skills in using digital media tools.

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## ILF 131 INTRODUCTION TO COMMUNICATION SCIENCE (3-0) 5 ECTS (COMPULSORY)

The aim of this course is to provide students with a theoretical perspective on the concept of communication. In addition, it aims to develop students' critical perspectives on media. Understanding the basic concepts of communication science, comprehending traditional and new media, and grasping the relationship between language, culture, society, and communication.

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

The definition of photography, its historical development, photographic terminology, movements in photography, shooting scales with examples, shooting practices, composition in photography, horizon line, golden ratio, rhythm, texture, perspective, light, and lighting principles are explained. By explaining the image formation process, students are aimed to gain photography skills using correct lighting methods. Information about photographers and their works is provided. In light of theoretical knowledge, students gain experience in preparing accurate practical projects.

## SOS 100 SOCIOLOGY (2-0) 5 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, Hegemony, Ideology, Structural Marxism (Althusser), Simulation, Risk Society, Falsificationism, Paradigms, Symbolic Interactionism, Stigma, Cultural Studies, Globalization, Modernization Theory, Dependency Theories, Globalization, Urbanization, Human Ecology, Culture of Poverty, Collective Consumption..

## MIS 111 ADMINISTRATIVE STRUCTURE OF TURKEY (2-0) 2 ECTS (COMPULSORY)

Understanding the administrative structure and governance approach of the Republic of Turkey is important for every student graduating from different undergraduate programs. Within the scope of this course, it is aimed to present the current administrative structure of the Republic of Turkey within the framework of constitutional principles. In the new governance model, the organizational structures, duties, and responsibilities of institutions and organizations will also be examined.

## LNG 102 GENERAL ENGLISH II (2-0) 2 ECTS (COMPULSORY)

Word order in questions / Simple present / Phrases with "go", holiday activities, Simple Past vs. Past Continuous / Time sequence, connectors (so, because, but, although) / Be going to, plans and predictions, airport vocabulary / Present continuous (future arrangements), defining relative clauses, paraphrasing, writing an email about travel arrangements / Make and do, Present Perfect (just, yet, already), Present Perfect vs. Simple Past, shopping vocabulary / Indefinite pronouns / -ing / -ed adjectives, comparative adjectives and adverbs, as…as / Superlatives (+ ever + present perfect) / Describing a place, writing a description of the place where you live / Quantifiers / too / not enough.

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**GNL 102 ATATÜRK'S PRINCIPLES AND HISTORY OF THE TURKISH REVOLUTION II (2-0) 2 ECTS (COMPULSORY)**

Reforms in the political field / Attempts to transition to a multi-party system I / Attempts to transition to a multi-party system II / Developments in the field of law / Developments in education, culture, and health /Economic policy in the early years of the Republic / Turkish foreign policy during the Atatürk period (1923–1938) / The Atatürkist system of thought and its principles / Turkey during and after World War II / Domestic political developments in Turkey (1950–1980) / Domestic political developments in Turkey (1980–2012) / Turkish foreign policy (1960–2012).

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

Oral expression; definition and scope of speech; importance of speech; characteristics of oral and written expression; principles of effective, proper, and fluent speaking; speech errors and pronunciation characteristics of Turkish; types of speech; types of oral expression; types of written expression; official correspondence; scientific research methods; preparation of scientific reports; citation methods; bibliography and footnote rules.

**ILF 112 DIGITAL MEDIA PROGRAMS AND APPLICATIONS II (2-2) 6 ECTS (COMPULSORY)**

This course is a continuation of Digital Media Programs and Applications I and aims to provide more advanced technical skills. Students specialize in areas such as video production, digital animation, and interactive media design. In addition, advanced topics such as web-based application development and user experience design are covered. Through practical studies, students gain professional-level content production skills by working on complex digital projects. At the end of the course, students present their digital media projects in a portfolio format. This course offers an important opportunity for students who wish to develop creative and technical expertise in digital media and provides industry-oriented practical skills.

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

The concept of law; the distinguishing characteristics of law compared to other social rules of behavior / The concept of sanction and its types / Sources of law / Distinction between private law and public law / General information about the sub-branches of law within this distinction / Fundamental concepts of private law / Fundamental principles of the Constitution of the Republic of Turkey / Fundamental principles of democracy / Problems related to the application of law (application in terms of place and time / distinction between mandatory, supplementary, and interpretative rules / interpretation in law / legal gaps and analogy).

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**IKT 101 GENERAL ECONOMICS (3-0) 4 ECTS (COMPULSORY)**

Basic concepts of economics, fundamental principles of economics, supply–demand balance in the economy, the importance of economics in the context of growth and development, establishing connections between national and global economies, and interpreting the relationship between law and economics.

**SUI 306 HISTORY OF POLITICAL THOUGHT (3-0) 4 ECTS (COMPULSORY)**

This course examines the development of fundamental political thoughts, ideologies, and forms of governance throughout human history. It focuses on the political ideas of important philosophers, thinkers, and social movements from ancient times to the modern era. Students evaluate the effects of these ideas on contemporary political systems while understanding their historical contexts. The course aims to develop critical thinking skills and to promote an understanding of different ideological perspec.

MIS 152 RESEARCH METHODS AND TECHNIQUES (3-0) 6 ECTS (COMPULSORY)

It is aimed at using quantitative and qualitative research, planning methods, and techniques related to the field of Public Relations and Advertising.

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

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

**ILF 213 HISTORY OF COMMUNICATION AND MEDIA (3-0) 5 ECTS (COMPULSORY)**

The development, functions, and effects of mass media are conveyed chronologically from the printing press to new communication technologies. Topics include early civilizations and primitive communication tools, the printing press, press, broadcasting and the literacy tradition in the West, the birth of journalism, social effects of the printing press, the birth of the press in the Ottoman Empire, radio, imaging technologies, and the birth of mass society, the invention of television and its social effects, the internet and digital communication age, and new media.

**HIR 213 BASIC CONCEPTS OF PUBLIC RELATIONS (2-0) 4 ECTS (COMPULSORY)**

Aiming to teach students the basic concepts and theories of public relations at an introductory level, this course is planned to provide all terminology related to public relations expertise. The content covers many topics ranging from the history and definitions of public relations to crisis communication and reputation management. The course includes fundamental subjects such as public relations methods and tools, media relations, and target audience management.

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**MIS 263 NEWS WRITING TECHNIQUES IN MEDIA (3-0) 4 ECTS (COMPULSORY)**

It aims to provide basic information and application techniques related to journalism. Topics include the birth of the newspaper and the development of traditional journalism, basic concepts of journalism, the role and importance of journalism in society, ethical rules of journalism, the concept of news, news values, news gathering and writing processes, news writing techniques and the use of photography, construction of news text, news analysis, censorship-auto censorship in the press, local press and its problems, and news agencies.

**MIS 283 CAMERA AND EDITING (2-2) 5 ECTS (COMPULSORY)**

In this course, students will focus on digital formats, grasp the basic technical and theoretical approaches in the graphic design process, examine the wide-ranging aspects of contemporary communication, and gain the ability to produce practical graphic design-oriented products in a digital environment.

**PYS 241 SOCIAL PSYCHOLOGY (3-0) 4 ECTS (COMPULSORY)**

In this course, conceptual information is provided on the basic social processes affecting interpersonal behaviors and the foundations of the field of social psychology. The study topics, approaches, basic concepts and theories, and research methods of social psychology are conveyed.

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

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

**LNG 112 PROFESSIONAL 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.

**HIR 214 BASIC CONCEPTS OF ADVERTISING (3-0) 4 ECTS (COMPULSORY)**

The Basic Concepts of Advertising course covers topics such as the basic principles of advertising, the development of advertising in Turkey and the world, advertising application and supervision processes, and advertising organizations.

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**HIR 224 MARKETING MANAGEMENT (3-0) 4 ECTS (COMPULSORY)**

Basic concepts of marketing, demand management, the impact of the information age on marketing, strategic planning and the marketing process, macro and micro environment of marketing, marketing information system, market and marketing research, consumer market and consumer buying behavior, market segmentation, creation of the marketing mix, new product development, pricing decisions, distribution channels and logistics management, retailing and wholesaling, integrated marketing communications, personal selling and sales management, direct marketing, marketing over the Internet, international marketing management, organization and control in marketing management.

**HIR 234 PERSUASION TECHNIQUES AND PERCEPTION MANAGEMENT (3-0) 4 ECTS (COMPULSORY)**

Definition of persuasion, historical development, Aristotle's persuasion model, persuasion processes, results of persuasion, theories of persuasion, persuasion in public relations, persuasion in advertising, persuasion in political communication.

**ILF 204 MASS COMMUNICATION THEORIES (3-0) 4 ECTS (COMPULSORY)**

It deals with the basic theories explaining the functioning, effects, and social context of mass communication tools. The course aims to analyze the relationship between media and society in depth by examining different theoretical approaches to understanding communication processes.

**HIR 244 ENTREPRENEURSHIP AND INNOVATION (3-0) 3 ECTS (COMPULSORY)**

This course evaluates the returns of entrepreneurship on a sectoral basis and the risks involved through examples.

**MIS 264 NEW MEDIA APPLICATIONS (2-2) 3 ECTS (COMPULSORY)**

The New Media Applications course is designed for students who want to understand the transformation of communication tools in the digital age and explore the application areas of this transformation. The course addresses the use of new media tools such as social media, blogs, mobile applications, and digital content platforms. Students learn how to use new media tools effectively in strategic communication. Applied studies allow students to create social media campaigns, digital advertisements, and interactive content. In addition, topics such as user behavior analysis, data-driven content production, and cross-platform integration are examined. This course provides students with the skills to develop creative solutions in the new media environment and make a difference on digital platforms.

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**HIR 345 PUBLIC RELATIONS WRITING (3-0) 3 (COMPULSORY)**

Students gain knowledge about preparing news and press releases for traditional and digital media, writing public relations messages, the planning process, and case studies.

**HIR 325 INTEGRATED MARKETING COMMUNICATIONS (3-0) 3 ECTS (COMPULSORY)**

Offers a comprehensive guide for students to understand and apply modern marketing communication strategies. Starting from the analysis of consumer behavior, the course covers creative communication strategies effective in reaching the target audience of brands. IMC, covering various channels such as traditional media, digital platforms, and social media, teaches students how to use all communication tools in harmony to increase brand value. Topics such as strategic planning, content production, message design, and event management are also covered. Within the scope of the course, students' theoretical knowledge is reinforced with practice through case analyses, group projects, and applied studies. In addition, sector dynamics are made understandable through the analysis of current campaigns. This course encourages students to understand that IMC is not just a marketing tool, but also a long-term value creation process for brands.

**MIS 355 SOCIAL MEDIA MANAGEMENT (1-2) 3 ECTS (COMPULSORY)**

It deals with the effective use of social media platforms, content strategy creation, and interaction processes with digital communities. The course aims for students to gain practical skills by focusing on methods used by brands to increase their visibility on social media, as well as measurement and analysis techniques.

**HIR 355 CRISIS MANAGEMENT (2-2) 3 ECTS (COMPULSORY)**

The course aims to ensure a good analysis of the crisis formation process, its effects, and results, and to grasp the importance of using communication strategies effectively at every stage of the crisis.

**MIS 385 ARTIFICIAL INTELLIGENCE APPLICATIONS IN COMMUNICATION (2-2) 3 ECTS (COMPULSORY)**

Definition and types of new media, 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.

**GNL 301 INTERNSHIP 1 (0-0) 5 ECTS (COMPULSORY)**

The course includes practice-based work experience that students will gain in departments or agencies in the field of corporate communication, public relations, or advertising.

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**HIR 316 SOCIAL RESPONSIBILITY IN PUBLIC RELATIONS (3-0) 3 ECTS (COMPULSORY)**

Corporate social responsibility activities planned and carried out by public relations units, the development of corporate social responsibility, corporate social responsibility campaign planning process, corporate social responsibility areas, campaigns, and sample applications are carried out.

**HIR 326 CORPORATE IMAGE AND REPUTATION MANAGEMENT (3-0) 3 ECTS (COMPULSORY)**

The aim of this course is to seek answers to the questions of what the components of corporate reputation are and how reputation is built, protected, developed, and measured through these components. The content of the course consists of reputation management components, multi-channel strategies, reputation measurement methods, and case analyses.

**HIR 346 BRAND COMMUNICATION (3-0) 3 ECTS (COMPULSORY)**

Within the scope of the course, basic concepts of the brand concept are explained, and the stages of creating a new brand will be emphasized by analyzing the brand management process based on integrated marketing communication efforts in the process of what a brand is on a global scale, how brand value is measured, and the application of brand management.

**HIR 336 COPYWRITING (3-0) 3 ECTS (COMPULSORY)**

The aim of advertising agencies is to design creative advertisements in line with the demands of advertisers. In advertising agencies consisting of different departments, the unit that designs advertisements is called the creative department. This department consists of art directors and copywriters. Those working in this unit are responsible for developing advertising ideas and producing applicable solutions in different media. The purpose of the Copywriting course is to increase the knowledge and skill levels of students regarding the processes of generating an advertising idea within the framework of the brief sent by the advertiser, making the idea suitable for different media, and its implementation.

**GNL 302 INTERNSHIP 2 (2-0) 3 ECTS (COMPULSORY)**

The course includes practice-based work experience that students will gain in departments or agencies in the field of corporate communication, public relations, or advertising.

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**HIR 417 PUBLIC RELATIONS AND ADVERTISING CAMPAIGNS (3-0) 5 ECTS (COMPULSORY)**

The "Public Relations and Advertising Campaigns" course aims to develop students' ability to design creative public relations and advertising campaigns. The research, planning, implementation, and evaluation stages of the campaign process are covered. Students develop applied projects with real case analyses.

**MIS 407 INTERNET AND COMMUNICATION LAW (3-0) 4 ECTS (COMPULSORY)**

In this course, communication law, works, types of works, intellectual rights, author, rights of the author, processed works, and the subject of law in new media are covered. Basic concepts related to communication and mass communication law, the concept of freedom of mass communication, basic concepts about Turkish press law, the legal regime of radio and television in Turkey, the legal regime of cinema in Turkey, and the legal regime of the internet in Turkey are discussed.

**MIS 457 SOCIOLOGY OF COMMUNICATION (3-0) 4 ECTS (COMPULSORY)**

By discussing basic theories and approaches regarding the relationship between sociology and media, this course aims to grasp the role of communication in issues such as socialization in the modern world, community problems, establishment of socio-cultural and political norms, regulation of daily life, and construction of identity. Communication studies from the 20th century to the present, basic trends and debates regarding media and social interaction forms are the subjects of this course.

**ILF 407 OCCUPATIONAL HEALTH AND SAFETY (2-0) 3 ECTS (COMPULSORY)**

The content of the course consists of the Occupational Health and Safety Law No. 6331, occupational accidents and prevention methods, fire, PPE and its benefits, harms of noise, ergonomics, sectoral risk factors, warning signs, risk assessment and its applications, and emergency situations and teams.

**ILF 418 COMMUNICATION ETHICS (3-0) 4 ECTS (COMPULSORY)**

This course aims to provide information about the concepts of ethics, communication ethics, and case studies from the media field. It is given to teach professional ethical rules and ethical decisions, policies and procedures regarding the operation of mass communication tools, press ethics, and self-regulation. Students can participate in discussions about the concept of ethics, compare different communication environments, explain the fields of study of communication ethics, give examples of ethical dilemmas frequently encountered in journalism, and discuss ethical problems and solution suggestions in the functioning of decision-making processes.

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**HIR 408 GRADUATION THESIS (1-4) 5 ECTS (COMPULSORY)**

In this course, students carry out a project application using the theoretical knowledge they have learned during their studies.

**ILF 340 PHILOSOPHY OF COMMUNICATION (3-0) 4 ECTS (COMPULSORY)**

This course presents the emergence process and development trend of the basic intellectual sources of communication philosophy on a basis that will explain today's communication fields. Ancient Greek philosophy, Medieval and Modern philosophies, Modern philosophy, Post-modern philosophy, philosophical foundations of communication science, oral culture and written culture, typographic and electronic culture, digital culture and communication culture are discussed. The course primarily establishes a framework for the philosophy of social sciences and rhetorical practice, setting the conceptual ground on which the course will proceed. Centering on the concept of interpretation, it tries to determine the relationship between communication and interpretation based on the roles and functions of interpretation. It focuses on the role and function of criticism. It tries to depict the current philosophical state of communication from the perspective of Theory and Meta-theory.

**HIR 2103 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 conducting successful presentations are researched. In this framework, the content of the course consists of topics 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 delivering the presentation.

**HIR 2123 POPULAR CULTURE (3-0) 5 ECTS (ELECTIVE)**

The course examines current issues in the field of popular culture, academic schools focusing on popular culture, and functionalizes this information for the cultural analysis of Turkey. Explaining the relationship between daily life and popular culture and revealing different aspects of the concept of culture are among the aims of the course. In addition, the relationship between cultural products and commercialization is explained within the scope of the course. Media contents are analyzed. Audience analyses are made in light of the literature on the audience-media relationship.

**HIR 2133 GENDER AND GENERATIONAL RESEARCH IN ADVERTISING (3-0) 5 ECTS (ELECTIVE)**

The content of this course consists of what gender, social gender, X, Y, Z, and Alpha Generations are, and research in the world and Turkey directed towards this field.

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**HIR 2143 INTERPERSONAL COMMUNICATION AND DICTION (3-0) 5 ECTS (ELECTIVE)**

Correct and effective communication techniques will be explained. It is aimed for students to gain the ability to make speeches suitable for the environment and the person, and to enable them to speak beautifully and effectively in front of the community. Correct breathing, diaphragm breathing and breathing exercises, common mistakes made during speaking, words in Turkish whose pronunciation is different from their spelling, and their pronunciations will be taught.

**MIS 2133 MEDIA AND CHILD (3-0) 5 ECTS (ELECTIVE)**

The content of this course consists of children as media producers and consumers, positive and negative aspects of the media and child relationship, media, children and violence, different perspectives on the subject of media, children and violence, media, children and learning, technology addiction, screen time and the child, social media and learning relationship, cyberbullying directed towards children and young people, examples of educational content in the media, child rights agenda in the media, media literacy education, and constructive approaches in the children and media relationship.

**MIS 2173 IMAGE AND AUDIO PROCESSING (2-2) 5 ECTS (ELECTIVE)**

The aim of the course is to experience image and audio editing and video creation processes for television and new media environments through practice.

**MIS 2103 INTRODUCTION TO ANIMATION TECHNIQUE (2-2) 5 ECTS (ELECTIVE)**

3D animation basics. 3D modeling. Lighting. Use of timeline and keys. Use of Render and Material panels.

**HIR 2113 DISCOURSE ANALYSIS (3-0) 5 ECTS (ELECTIVE)**

This course aims for students to understand the connection between media, power, ideology, and discourse. Concepts of power, ideology, the process of meaning-making, the concept of discourse, and discourse analysis methods constitute the content of the course.

**ISL 201 INTRODUCTION TO BUSINESS (3-0) 5 ECTS (ELECTIVE)**

Basic Concepts, Objectives, and Relations with the Environment of Business and Management: Basic concepts, Objectives of the business, Its place in the economic structure, The difference between manager and entrepreneur; Classification of Businesses: Classification in terms of size, ownership, legal structure, etc.; Establishment Studies, Size, and Capacity of Businesses: Establishment stages, Location selection, Determination of size, Capacity; Business Functions: Management, Organization, Control, Planning; Functioning of the Organization: Leadership and management, Strategic management, Change, Groups, Motivation.

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**PSY 200 PSYCHOLOGY (3-0) 5 ECTS (ELECTIVE)**

Psychology and Life/ Research Methods/ Statistics/ Biological Bases of Behavior/ Sensation/ Perception/ Cognitive Processes/ Learning/ Learning Theories, Disorders/ Memory I/ Memory II/ Intelligence/ Measurement and Evaluation of Intelligence/ States of Consciousness/ Life-Span Development/ Personality/ Thinking, Language, and Intelligence/ Health and Stress/ Psychological Disorders/ Psychological Disorders and Their Treatment/ Social Psychology.

HIR2153 **BRAND COMMUNICATION: DIGITAL ADVERTISING AND DESIGN APPLICATIONS (2-2) 5 ECTS (ELECTIVE)**

This course explores the visual and conceptual foundations of brand communication through practical applications and aims to enable students to experience the advertising and design process from the initial idea to the final product. Fundamental principles such as brand identity, visual hierarchy, typography, color theory, composition, and message development are examined. Students apply these principles using essential design software, including Adobe Photoshop, Illustrator, and InDesign. Throughout the semester, students produce projects for various media, including logos, posters, print advertisements, social media visuals, and brochures. Thus, students develop the skills to create consistent and effective designs aligned with a brand's communication objectives and build the foundation of their own professional portfolios.

**HIR 2163 PUBLIC RELATIONS THEORIES (3-0) 5 ECTS (ELECTIVE)**

This course primarily aims to introduce students to public relations theories and practices, providing a comprehensive theoretical foundation for understanding the discipline of public relations. Accordingly, it examines the conceptual development of public relations both as an academic discipline and as a profession. Upon successful completion of this course, students will be able to understand the fundamental social theories that have influenced the discipline of public relations; develop an awareness of major public relations theories shaping both Western and non-Western societies; comprehend the relationship between public relations theory and practice; distinguish how theories are applied in practice through the analysis of public relations cases; and understand professional standards, ethical principles, and values within the field of public relations.

**ILF 2283 PROMPT DESIGN AND CONTENT CREATION (2-2) 5 ECTS (ELECTIVE)**

This course aims to equip students with the theoretical knowledge and practical skills necessary to use generative artificial intelligence tools effectively, critically, and responsibly in content production processes. The course initially addresses the fundamental operating principles and limitations of large language models. It then examines the components of structured prompt design and advanced prompting techniques. Students apply this knowledge by producing content for different media and communication formats using text, image, audio, and video generation tools. The course also addresses the ethical and legal dimensions of artificial intelligence, including the evaluation of AI-generated outputs in terms of accuracy, bias, and copyright, as well as personal data protection and transparency. Combining theoretical instruction with practical exercises, the course adopts an integrated approach to learning. Assessment considers not only the quality of the content produced but also the decisions students make throughout the production process and

the rationale behind those decisions. By the end of the course, students are expected to be able to position artificial intelligence as a production tool used under human supervision and responsibility.

**HIR 2173 CREATIVITY IN ADVERTISING (3-0) 5 ECTS (ELECTIVE)**

This course examines the concept of creativity in advertising, creative thinking, and the stages of the creative process, focusing on fundamental approaches to developing advertising ideas. It explores the importance of copy and visual elements in creative advertisements, verbal and visual communication techniques, effective advertising message development, and the principles of achieving visual coherence in print advertisement design. In addition, various creative advertising examples are analyzed to evaluate the creative strategies and communication approaches employed. Practical activities are also conducted to enhance students' creative thinking, idea development, and advertising design skills.

**HIR 2104 HISTORY OF PUBLIC RELATIONS (3-0) 5 ECTS (ELECTIVE)**

Summarizing the history of public relations in Turkey, critique of mainstream public relations history, and comparative examination of the public relations histories of various countries.

**HIR 2114 BRANDING AND POSITIONING (3-0) 5 ECTS (ELECTIVE)**

This is a course on topics important in terms of branding and positioning, such as brand positioning strategies, brand differentiation, brand creation, and brand communication. Following the theoretical infrastructure, information is reinforced with examples from the market. It focuses on explaining branding and positioning processes, the creation of brand architecture, the branding-marketing relationship, and the place of the brand phenomenon in marketing communication. Creating a brand platform, learning brand elements, and learning how to perform brand positioning are among the basic skills the course will provide.

**MIS 2184 INTERNET PUBLISHING (3-0) 5 ECTS (ELECTIVE)**

It addresses the processes of content production, publishing, and distribution in the digital environment. The course aims to provide students with practical information by examining the functioning of internet-based media platforms, user interactions, and digital publishing strategies.

**HIR 2134 COMMUNICATION AND SOCIAL BENEFIT (3-0) 5 ECTS (ELECTIVE)**

The relationship between social responsibility and social benefit, social responsibility areas and application methods, societal benefits of social benefit, the aim and scope of social responsibility projects, the legal structure of social responsibility projects, and social responsibility-social media integration are discussed.

**HIR 2144 ADVERTISING MANAGEMENT (3-0) 5 ECTS (ELECTIVE)**

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

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**HIR 2154 CUSTOMER RELATIONSHIP MANAGEMENT (3-0) 5 ECTS (ELECTIVE)**

Customer Relationship Management (CRM) Concept/ Purpose of Customer Relationship Management/ Customer Relationship Management Process/ Benefits of CRM to Businesses/ Contributions of CRM to Marketing Activities/ Basic Mistakes Made in Customer Relations/ Customer Relationship Management in Small and Medium-Sized Enterprises/ CRM in the Process of Preparing Customer Strategy/ E-Business/ CRM Relationship/ Principles of Success in CRM/ Measuring Customer Relations/ CRM Technologies.

**HIR 2164 SEMIOTICS (3-0) 5 ECTS (ELECTIVE)**

The semiotics course, which examines the phenomena of visuality from various aspects using the semiotic method, handles visual communication and visual culture topics and phenomena extending from visual arts such as painting, sculpture, photography, theater, and cinema to image arts, plastic arts, and then to digital arts with various examples within the scope of the course, utilizing the methodological approaches of semiotics.

**HIR 2174 AGENCY MANAGEMENT (2-2) 5 ECTS (ELECTIVE)**

The content of the course consists of a curriculum containing basic information about agency management and operation, and departments and duties found in agencies.

**HIR 2184 TARGET DESTINATION MARKETING AND ADVERTISING IN TOURISM (3-0) 5 ECTS (ELECTIVE)**

Destination marketing management, destination marketing in tourism, destination and branding, tourism communication strategies.

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

Discovering the cycle of international relations within the flow of history, understanding the axis on which world politics takes place, recognizing the factors that constitute civilizations, decoding the ciphers of today's civilization, collecting scientific data regarding the future of global society, and making Turkey's position in the history of civilization distinct.

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

Understanding the political and administrative structure of Turkey is important for every student who will graduate from different undergraduate programs. This course addresses basic principles and concepts determining the management approach in Turkey, government system models applied in different periods in the context of historical continuity and breaks, the formation of the notion of state and law, processes

affecting the political structure such as democratization efforts and military coups that interrupted them, and actors such as political parties, media, and civil society, with the aim of providing students with a general overview of Turkey's political landscape. In addition, political and administrative transformations experienced today are examined.

**MIS 229 CAMERA USAGE TECHNIQUES (2-2) 5 ECTS (ELECTIVE)**

The content of this course consists of the definition of camera and its development process, exposure and factors affecting exposure, camera types and usage areas, main parts and working principles of ENG cameras, main parts and working principles of mirrorless cameras, lens types, composition elements, plan/shot scales, camera movements, gimbal and slider use, basic audio settings and audio panel on camera, basic jimmy jib use, and basic lighting techniques.

**HIR 3105 EMOTIONAL INTELLIGENCE MANAGEMENT AND LEADERSHIP (3-0) 5 ECTS (ELECTIVE)**

In this course, differences between emotional intelligence and cognitive intelligence, the importance of emotional intelligence in daily life and business life, the place and role of emotional intelligence in leadership, suggestions for developing emotional intelligence, and emotional intelligence scales are included.

**HIR 3115 CRISIS COMMUNICATION (3-0) 5 ECTS (ELECTIVE)**

Definition and characteristics of crisis, stages of crisis, types of crisis, crisis communication and crisis management, pre-crisis communication, communication during the crisis, post-crisis communication, crisis theories, crisis communication in social media, and crisis communication and corporate reputation.

**HIR 3125 DIGITAL MARKETING (3-0) 5 ECTS (ELECTIVE)**

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

**HIR 3135 DIGITALIZATION AND SOCIETY (3-0) 5 ECTS (ELECTIVE)**

The aim of the course is to enable the student to think about and criticize the changing structures in the digital world. In addition, the change brought about by digitalization in social institutions such as economy, politics, art, and education is discussed.

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**HIR 3145 STORY DESIGN (3-0) 5 ECTS (ELECTIVE)**

Stories, which 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 types of stories continue to be encountered in various disciplines of the communication field. In the Story Design course, various elements of stories are examined and discussions are held on their use in different fields.

**HIR 3155 BRAND CONSISTENCY IN CONTENT (3-0) 5 ECTS (ELECTIVE)**

Methods necessary for brands to ensure integrity in their content strategies are taught. The consistency of the brand in digital media is addressed through elements of brand identity, tone, visual language, and storytelling.

**HIR 3165 VISUALITY IN COMMUNICATION MANAGEMENT (3-0) 5 ECTS (ELECTIVE)**

Explaining the historical development process of the trend of using visual elements in communication management and informing about the positive and negative effects of visual use on society.

**HIR 3175 INTERCULTURAL COMMUNICATION (3-0) 5 ECTS (ELECTIVE)**

Within the scope of the course, first, what the concept of culture is is explained, and the importance of intercultural communication and the problems encountered are mentioned. In addition, cultural identity, cultural prejudices, and characteristics of intercultural verbal and non-verbal communication are examined in the course. Following these, the phenomenon of globalization and the strategies of businesses to open up to global markets are addressed.

**MIS 195 PRODUCTION MANAGEMENT IN MEDIA (3-0) 5 ECTS (ELECTIVE)**

It addresses the production processes, planning, organization, and management stages of media content. The course details the creative and technical aspects of television, cinema, radio, and digital media projects, aiming for students to gain the skill of managing production processes from a professional perspective.

**HIR 3185 MEDIA AND REPRESENTATION (3-0) 5 ECTS (ELECTIVE)**

This is a course that provides the theoretical perspective necessary for detailed understanding and analysis of social representations in the media and the identities presented by these representations.

**HIR 3195 PERSONAL PUBLIC RELATIONS (3-0) 5 ECTS (ELECTIVE)**

The aim of this course is to examine the strategies and tactics of personal public relations in the fields of politics, art, and sports, focusing on personal brand management, image building, and reputation development processes. By the end of the course, students will be able to understand personal public relations strategies and strategic public relations tactics, and identify the key elements involved in creating messages and generating impact.

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**ILF 3205 ARTIFICIAL INTELLIGENCE WORKSHOP 1 (3-0) 5 ECTS (ELECTIVE)**

This course explores the practical applications of generative artificial intelligence technologies in the field of communication. It examines the fundamental features, areas of application, and limitations of AI tools that generate text, images, video, audio, and music. Effective prompt writing is taught through hands-on exercises. Students use these tools at different stages of the brand communication process, including brand analysis, brief development, creative ideation, campaign identity development, advertising film production, and multi-channel content creation. The course aims to develop the ability to establish a consistent brand narrative, maintain a balance between artificial intelligence and human contribution, and document the use of AI in accordance with ethical principles, copyright regulations, and transparency requirements.

**HIR 3116 ADVERTISING DISCOURSE (3-0) 5 ECTS (ELECTIVE)**

Revealing the discourse in advertising, advertising discourses produced in advertisements on various topics, and consumption discourse in advertising are addressed.

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**HIR 3126 SOCIAL NETWORK ANALYSIS (3-0) 5 ECTS (ELECTIVE)**

Network Science and social networks, basic concepts, network types, roles in social networks, flow in social networks, visualization of social networks, basic approaches to the analysis of social network data, spread of information and influence in social networks, and the use of programs such as Pajek, Netdraw, and Ucinet are taught.

**HIR 3136 SOCIAL MOVEMENTS AND ACTIVISM (3-0) 5 ECTS (ELECTIVE)**

Learning the reasons for social movements. Having general information about activist movements. Social movements and forms of activism regarding different topics.

**HIR 3146 ADVERTISING APPEALS (3-0) 5 ECTS (ELECTIVE)**

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

**HIR 3156 PRODUCT PLACEMENT (2-2) 5 ECTS (ELECTIVE)**

The content of the course starts with supraliminal advertisements, which are the starting point of product placement applications, and consists of its place in marketing communication, historical development process, importance in terms of marketing communication, effects and reactions created according to its types, strategies according to its applications, units effective in the product placement process, staged processes, preparation of the product placement proposal, legal sanctions, and elements to be considered in applications.

**HIR 3166 SPONSORSHIP AND EVENT MANAGEMENT (3-0) 5 ECTS (ELECTIVE)**

Definition, development, and types of sponsorship, sponsorship planning, sample sponsorship projects, definition and types of events, event planning, sample event projects.

**HIR 3186 MARKETING COMMUNICATION IN THE SERVICE SECTOR (3-0) 5 ECTS (ELECTIVE)**

This is a course where the importance of marketing communication for the service sector, service sector-oriented marketing communication, consumer communication, customer satisfaction, and competition in the service sector are addressed, and the conditions of the service sector specifically in Turkey's conditions are examined.

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**MIS 3166 MEDIA PLANNING (3-0) 5 ECTS (ELECTIVE)**

The course serves as an introduction to the field of media planning. It includes explanation of basic concepts related to media planning and information on basic measurement techniques and sector research in the media planning process.

**HIR 3196 USE OF ARTIFICIAL INTELLIGENCE IN PUBLIC RELATIONS (3-0) 5 (ELECTIVE)**

The aim of this course is to teach the use of artificial intelligence-based agents (AI agents) in the field of public relations and advertising. Students will be able to design and implement AI agents for various public relations applications using drag-and-drop (no-code) platforms (especially n8n), and will develop their digital communication skills by learning to automate public relations processes with tools such as social media management, media monitoring, data analysis, chatbots, and voice assistants.

**HIR 3176 INTERNATIONAL PUBLIC RELATIONS CAMPAIGNS (3-0) 5 ECTS (ELECTIVE)**

This is a course that handles international communication, international public relations, intercultural communication, public relations, and international communication topics in detail.

**HIR 3216 TEXT ANALYSIS (3-0) 5 ECTS (ELECTIVE)**

This course covers fundamental approaches and analytical methods for examining written and spoken communication texts from structural, semantic, and discursive perspectives. Advertising copy, brand discourse, corporate communication texts, press releases, social media content, and campaign messages used in the fields of public relations and advertising are analyzed through various analytical approaches. The course aims to develop students' ability to evaluate the linguistic features, narrative structures, persuasive strategies, meaning-making processes, and potential effects of texts on target audiences. Methods such as semiotic analysis, discourse analysis, content analysis, and rhetorical analysis are introduced to enable students to critically examine communication texts.

**ILF 3246 ARTIFICIAL INTELLIGENCE WORKSHOP II (2-2) 5 ECTS (ELECTIVE)**

This course builds on the content creation skills acquired in Artificial Intelligence Workshop 1 and extends them to the design of corporate communication solutions. The course provides practical instruction in AI assistants, knowledge-based systems, personalized content generation, content automation, and hybrid production techniques. Students analyze an organization's communication needs, develop an AI-supported solution, test and improve it through user feedback, and present the final solution to the organization. The course also covers the evaluation of AI systems in terms of accuracy, security, personal data protection, and transparency.

**HIR 4107 MARKETING AND ADVERTISING RESEARCH (3-0) 5 ECTS (ELECTIVE)**

This course teaches the stages of the research process, market research methods, stages followed in

sampling, principles of preparing survey forms, and scaling methods. The content of this course consists of learning the tabulation, coding, and counting of data and being able to perform analysis and interpretation. Within the scope of this course, preparing, conducting, measuring, and developing a research proposal are taught.

**HIR 4117 ENTERTAINMENT MARKETING (3-0) 5 ECTS (ELECTIVE)**

In the context of the aim of the course, recreational shopping, sports, culture and art, television and cinema, internet, computer and video games will be examined in terms of entertainment public relations.

**HIR 4127 PORTFOLIO DESIGN (2-2) 5 ECTS (ELECTIVE)**

The Portfolio Design course aims to prepare communication faculty students for the business world by creating personal and professional portfolios. The course ensures that students make the best visual and content designs where they can display their creative projects. Basic topics such as graphic design principles, typography, page layout, and visual hierarchy are handled within the scope of the course. In addition, methods for creating portfolios for digital platforms and using web-based portfolio tools are taught. Through applied studies, students find the opportunity to prepare portfolios suitable for sectoral standards. Supported by case analyses and sample portfolio examinations, the course helps students introduce themselves

effectively. This course is of critical importance for students who want to reach their career goals after graduation.

**IR 4137 GUERRILLA ADVERTISING (3-0) 5 ECTS (ELECTIVE)**

Guerrilla advertising is the work of turning public space into an advertising field and meeting consumers with advertising in places and times they least expect. It has gained importance especially due to the increase in urban population and the fact that a large number of consumers living in cosmopolitan metropolises have started to perceive messages as noise due to the intensity of the communication flow in today's asymmetric media order. This course aims to cover the reasons for the emergence of guerrilla advertising and how it is used in marketing through famous cases.

**HIR 4147 HEALTH AND SPORTS COMMUNICATION (3-0) 5 ECTS (ELECTIVE)**

The content of this course consists of learning methods and strategies used to develop health communication activities, evaluating methods and tools used in media campaigns from a health communication perspective, and developing a critical way of thinking regarding health communication issues. Topics such as health communication and sports communication concepts, characteristics, activity fields, theories and models, and planning sponsorship activities are addressed.

**HIR 4157 COMMUNICATION IN NON-GOVERNMENTAL ORGANIZATIONS (3-0) 5 ECTS (ELECTIVE)**

It is aimed to learn how communication management is performed in non-governmental organizations. Communication management in non-governmental organizations, campaign preparation, and stakeholder relations are handled within the scope of the course.

**HIR 4167 URBAN COMMUNICATION (3-0) 5 ECTS (ELECTIVE)**

Cities are socio-cultural living spaces determined by both mediated and unmediated communication processes. The course, aiming to provide awareness of the phenomena of urban communication and urban communication management, identifies topics such as communication-based urban policies, urban life quality, urban life culture, urban communication discourse, urban communication management, and urban branding studies as course content by ensuring the understanding of different urban communication phenomena and environments taking place within the scope of urban communication.

**HIR 4177 PROFESSIONAL WRITING (3-0) 5 ECTS (ELECTIVE)**

One of the most frequently used methods of interpersonal and inter-institutional communication is undoubtedly writing. Employees communicate mostly by writing, both within the institution and with other institutions. So much so that in some sectors, there are individuals who specialize as writers. In addition, literary arts are also a part of our culture. The course aims to develop students' writing skills in artistic or sectoral terms.

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**HIR 4187 TRANSMEDIA NARRATIVES (2-2) 5 ECTS (ELECTIVE)**

The content of the course consists of topics such as the conceptual dimension of transmedia narratives, the historical process, stages of story creation, the communication it establishes between media; media and brand interaction of postmodern narratives.

**HIR 4197 SUSTAINABILITY COMMUNICATION IN PUBLIC RELATIONS AND ADVERTISING STUDIES (3-0) 5 ECTS (ELECTIVE)**

The concept of sustainability, Sustainable Development, Principles of Corporate Sustainability, Sustainability Communication, Basic Characteristics of Sustainability Communication, Sustainability Reporting Standards, Sustainability Indices, Sustainability and Public Relations, Sustainability and Advertising.

**HIR 4207 USE OF ARTIFICIAL INTELLIGENCE IN ADVERTISING (3-0) 5 ECTS (ELECTIVE)**

This course aims to comprehensively address the role and effects of artificial intelligence (AI) technologies in the advertising sector. Starting from the basic principles of artificial intelligence, how it is used in advertising strategies will be examined. Students will learn the contributions of AI in areas such as data analysis, target audience segmentation, media planning and purchasing, personalized advertising recommendations, content production, and campaign optimization.

**HIR 4217 CONSUMER BEHAVIORS (3-0) 5 ECTS (ELECTIVE)**

The aim of this course is to enable students to grasp consumer behaviors from a marketer's perspective. Within the scope of the course, it is aimed to understand how the decision-making processes of consumers, internal and external factors affecting this process and their behaviors will differentiate, and how these differences will affect the marketing strategies of firms. In addition, the concept of consumption society caused by excessive consumption in today's world will also be handled within the course topics to provide a critical perspective.

**HIR 4227 CONTENT MANAGEMENT (3-0) 5 ECTS (ELECTIVE)**

The course covers the subject of qualified content production and management on digital platforms. Installation of a content management system, site management, and system management operations are taught.

**HIR 4237 DATA ANALYSIS IN COMMUNICATION (3-0) 5 ECTS (ELECTIVE)**

This course examines data analysis processes, fundamental concepts, and research methods in the field of communication. It explores the role of data in target audience analysis, consumer behavior, media usage, brand perception, and the evaluation of communication campaign effectiveness within public relations and advertising practices. The course aims to equip students with knowledge and skills in quantitative and qualitative data collection methods, data organization, basic statistical analysis techniques, and data visualization. Furthermore, emphasis is

placed on interpreting data obtained through social media analytics, digital measurement tools, and communication performance indicators, and utilizing these insights in strategic communication decision-making.

**MTH 407 CONTENT DESIGN IN DIGITAL MEDIA (2-2) 5 ECTS (ELECTIVE)**

The Digital Media Content Design course has been specifically designed for senior-year students and structured around an approach that places industry practices at its core, aiming to provide a learning experience through practical applications. Within the scope of the course, students learn to develop strategies, generate ideas, and transform these ideas into publication-ready content by taking into account the unique dynamics of different digital media platforms, target audience expectations, and content formats. The integration of current technologies, particularly generative artificial intelligence tools, into content production processes is addressed through practical applications, covering everything from idea development and copywriting to visual and video production, distribution, and performance analysis. In this way, students are expected to position these tools as competencies that support original content creation. With the participation of professionals invited from the industry, topics such as real-world business processes, brief analysis, process management, and client relations are conveyed firsthand. Individual and group projects carried out throughout the semester enable students to build a strong portfolio that will accelerate their entry into the industry after graduation. At the same time, the course aims to equip students with a productive, entrepreneurial, and self-confident mindset that will enable them to bring their own content brands, business ideas, and independent projects to life.

**ILF 4178 DIGITAL PUBLISHING (2-2) 5 ECTS (ELECTIVE)**

This course examines the fundamental concepts, development, and current practices of digital publishing. The processes of content creation, editing, design, and distribution within the digital publishing ecosystem are explored through various application areas, including digital publishing platforms, e-books, digital magazines, online journalism, and multimedia publishing. The course aims to develop students' skills in digital content development, structuring visual and written content for digital platforms, creating publishing strategies, and managing digital publishing processes tailored to target audiences.

## GNL 100 ACADEMIC SUCCESS AND LIFE SKILLS (3-0) 2 ECTS (UNIVERSITY ELECTIVE)

Academic Success and Life Skills, Istanbul Ticaret University and internal communication, transition from High School to University, effective presentation techniques, coping with stress, critical thinking, time management, knowing oneself, goal setting, evaluation.

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**GNL 112 CITY, CULTURE, AND ISTANBUL (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

Recognizing the concepts of city and culture, and values belonging to city life; examining Istanbul, the capital of Islamic/Ottoman culture, through its general characteristics (architecture, art, thought, daily lifestyles, economy-politics, etc.) 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 114 CIVILIZATION AND SOCIETY (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

Revealing the concept and importance of civilization, determining the vital importance of civilization on individuals and society, grasping the basic philosophy and understandings in the emergence of civilizations, specifying the roles of culture, belief, and traditions in the formation of civilization, and establishing links between understandings of civilization and the solution of societal problems in today's world. Agricultural revolution, the rise of the first civilizations in the Near East and Asia, the birth and development of Greek and Hellenistic civilization, Roman civilization, the birth and development of Islamic civilization, the Middle Ages in the West, Renaissance and Reform eras, Enlightenment and transformations experienced in political, social, and economic terms in the subsequent modern period civilization.

**GNL 351 POLITICS IN TURKEY (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

In the course, basic concepts such as politics, state, social classes, power, and sovereignty are explained within the framework of political sciences. Turkish politics from the first established states of the Turks to the Ottoman Empire and from the establishment of the Republic of Turkey to the present is handled in all aspects. Topics such as women, youth, minorities, urbanization, fine arts, and media in Turkish politics are examined with a specific focus.

**GNL 353 CULTURE AND POLITICS IN EURASIA (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

This course is designed to create a comprehensive look at the changing/renewed geopolitical, geoeconomic, and geocultural meanings of the concept of Eurasia from the past to the present. Content aimed at introducing the conceptual/definitional aspects and framework of understanding Eurasia as a whole consisting of multiple centers will be essential. It introduces the most important topics by emphasizing the Eurasian powers and (state and non-state) actors determining the basic dynamics in the continent, highlighting the cultural codes of the region, and resorting to a regional, sub-regional, and global comparative perspective based on cultural accumulation in the historical process.

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**GNL 356 MIGRATION AND MIGRATION POLICIES IN TURKEY (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

Migration theories, history of internal and external migration in Turkey, historical change of migration policies, population and population issues, identity, cultural change, and integration.

**GNL 357 ADDICTION AND STRUGGLE AGAINST ADDICTION (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

Introduction to Addiction Struggle Policies, Governance, 5c concepts, Framework Convention on Tobacco Control (FCTC) and Global Tobacco Addiction Struggle, Turkey's Struggle with Tobacco and MPOWER Applications, Global Alcohol Policies and Turkey Applications, Behavioral Addictions, Global Approaches in Struggle against Drugs, Prevention Policies in Struggle against Addiction, Drug Struggle Policies in Turkey, World Applications and Turkey Example in Rehabilitation, Role of Civil Society in Addiction Struggle Policies, and health communication approaches constitute the content of this course.

**GNL 365 ENERGY, WATER, ENVIRONMENT, AND SOCIETY (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

Energy concept and basic energy units, Energy types and energy conversions, Global energy resources, Non-renewable energy resources, Renewable energy resources, Importance of energy resources in development, Role of energy resources in sustainable development, Global effects of energy resources, Global warming, Sustainable environment and life.

**GNL 362 BASIC CONCEPTS IN SOCIAL SCIENCES (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

Sociology, society, culture, economic order, religion and society, politics, family, media, globalization.

**GNL 363 BASIC CONCEPTS IN EDUCATION (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

Basic concepts related to education and teaching, principles of education, learning, and teaching, planning of education and teaching (unitized annual plan, daily plan, and activity examples), learning and teaching strategies, education, teaching methods, and techniques.

**LNG 121 ADDITIONAL FOREIGN LANGUAGE: GERMAN 1 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

With the help of topics forming the scope of the course, it is aimed to develop the basic language skills (listening and reading comprehension, speaking, and writing) of students at a basic level.

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**LNG 141 ADDITIONAL FOREIGN LANGUAGE: SPANISH 1 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

With the help of topics forming the scope of the course, it is aimed to develop the basic language skills (listening and reading comprehension, speaking, and writing) of students at a basic level.

**LNG 151 ADDITIONAL FOREIGN LANGUAGE: RUSSIAN 1 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

With the help of topics forming the scope of the course, it is aimed to develop the basic language skills (listening and reading comprehension, speaking, and writing) of students at a basic level.

**LNG 181 ADDITIONAL FOREIGN LANGUAGE: CHINESE 1 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

With the help of topics forming the scope of the course, it is aimed to develop the basic language skills (listening and reading comprehension, speaking, and writing) of students at a basic level.

**LNG 191 ADDITIONAL FOREIGN LANGUAGE: ITALIAN 1 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

With the help of topics forming the scope of the course, it is aimed to develop the basic language skills (listening and reading comprehension, speaking, and writing) of students at a basic level.

**LNG 197 ADDITIONAL FOREIGN LANGUAGE: PERSIAN 1 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

With the help of topics forming the scope of the course, it is aimed to develop the basic language skills (listening and reading comprehension, speaking, and writing) of students at a basic level.

**LNG 198 ADDITIONAL FOREIGN LANGUAGE: ARABIC 1 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

With the help of topics forming the scope of the course, it is aimed to develop the basic language skills (listening and reading comprehension, speaking, and writing) of students at a basic level.

**LNG 171 ADDITIONAL FOREIGN LANGUAGE: JAPANESE 1 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

With the help of topics forming the scope of the course, it is aimed to develop the basic language skills (listening and reading comprehension, speaking, and writing) of students at a basic level.

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**LNG 131 ADDITIONAL FOREIGN LANGUAGE: FRENCH 1 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

With the help of topics forming the scope of the course, it is aimed to develop the basic language skills (listening and reading comprehension, speaking, and writing) of students at a basic level.

**LNG 201 ADDITIONAL FOREIGN LANGUAGE: SERBIAN 1, CROATIAN 1, BOSNIAN 1 (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

With the help of topics forming the scope of the course, it is aimed to develop the basic language skills (listening and reading comprehension, speaking, and writing) of students at a basic level.

**HIR 4108 INFLUENCER MARKETING (3-0) 5 ECTS (ELECTIVE)**

In this course, tips for producing effective content, the key to producing effective content, what native content is, influencer content production processes, and types and forms of content production are explained. Details such as what influencers are, what their area of influence is, how the right influencer is selected in influencer marketing, and the advantages and disadvantages of influencer marketing compared to conventional marketing are conveyed.

**HIR 4118 PUBLIC RELATIONS AND ADVERTISING READINGS (3-0) 5 ECTS (ELECTIVE)**

In this course, topics such as globalization, green marketing, intercultural humor, digitalization, etc., and their relationship with the field of advertising and public relations are explained.

**HIR 4128 CORPORATE PUBLIC RELATIONS (3-0) 5 ECTS (ELECTIVE)**

Within the scope of the course, how public relations activities should be used effectively in order to increase efficiencies in all areas in institutions is addressed.

**HIR 4138 PERSONAL BRANDING (3-0) 5 ECTS (ELECTIVE)**

Concepts constituting the personal brand, elements of the personal brand, personal brand strategy, integrated personal brand communication, personal brand activity, success management in personal brand, sustainable personal branding, and personal public relations.

**HIR 4148 FASHION AND LUXURY BRAND COMMUNICATION (3-0) 5 ECTS (ELECTIVE)**

Within the scope of this course, based on the fact that traditional marketing principles are not applied to luxury brands, the production, pricing, distribution, and communication activities of luxury brands are examined in depth through books and articles. After theoretical information about the subject is given,

analyses are made through cases. In addition, projects related to the subject are prepared by students.

**HIR 4158 ADVERTISING ANALYSIS (3-0) 5 ECTS (ELECTIVE)**

The advertising analysis course, which conducts the studies required to decode the codes in advertisements, is oriented towards understanding the language and discourse of the advertisement within the framework of specific themes used in advertisements. The course, making the language and discourse of the advertisement distinct, performs various readings and analyses on advertising materials positioned in various advertising media. The nature and structure of advertising are tried to be understood through advertising analyses within the scope of the course.

**HIR 4168 ADVERTISING PRODUCTION (2-2) 5 ECTS (ELECTIVE)**

The aim of the course is to teach advertising production in all aspects. It is aimed to raise individuals equipped to perform advertising production in line with the basic information given regarding the conditions for effective advertising production, copywriting, script stage, and the realization of production.

**HIR 4178 ART AND COMMUNICATION (3-0) 5 ECTS (ELECTIVE)**

The course, examining art, society, and culture phenomena from various aspects and gathering them under the umbrella of communication, covers various communication processes from art phenomena to art environments. While handling the meeting of art and communication at a theoretical level, it also performs the strategic analysis of communication management in art environments. In this framework, for example, a museum and an art gallery can be the subject of the course, as well as museology, curatorship, or art communication.

**HIR 4188 PUBLIC OPINION RESEARCH (2-2) 5 ECTS (ELECTIVE)**

What is public opinion, how is it formed? The research of opinions becoming distinct in the public and their reflection in the media, opinion leaders, two-step flow, interpretation of public opinion as the fourth power, the difference between election and public opinion research, and rules to be followed in announcing the results of public opinion research in the media constitute the content of this course.

**MIS 2134 POLITICAL COMMUNICATION (3-0) 5 ECTS (ELECTIVE)**

Political communication is a field of study covering any kind of communication activity carried out by actors aiming to obtain political power or to influence it. Although it mostly concentrates on election campaigns, political communication cannot be limited only to election periods; it has the potential to appear in every field of daily life, especially in democratic countries. In the Political Communication course, communication is approached from a political perspective, and both various applications and the underlying ideological justifications are examined.

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**MIS 454 MIGRATION, CULTURE, AND COMMUNICATION (3-0) 5 ECTS (ELECTIVE)**

Migration Phenomenon, Historical Development of the International Migration Phenomenon, Theoretical Infrastructure, Types of "Migrants" in the International Migration Phenomenon, International Migration and Law, Foreigners in Turkey and the International Protection Law, International Organizations and International Migration, International Migration and Art: Reflections in the Fields of Cinema, Theater, and Literature, International Migration and Environmental Problems and Climate Migrants, International Migration and Modernization, Relationship between International Migration and Culture, International Migration and Economy, Migrant Smuggling, and Human Trafficking.

**GNL 367 CURRENT PROBLEMS IN WORLD POLITICS (3-0) 5 ECTS (UNIVERSITY ELECTIVE)**

Power and Twenty-first Century World Order, Cold War, Proliferation of Nuclear Weapons and Disarmament, War and Peace, Human Security, Human Rights, International Migration, Clash of Civilizations, Terrorism.

**GNL 370 GLOBALIZATION AND SOCIETY (3-0) 5 ECTS (UNIVERSITY ELECTIVE)**

Globalization and its effects on Turkey; changes on the environment; military and economic alliances, Turkey's situation in the face of globalization; pluralism and multiculturalism will be addressed.

**GNL 359 SOCIAL RESPONSIBILITY PROJECTS (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

Definition of Social Responsibility, information about social responsibility projects, Social Responsibility Project Examples, determination of project topics and preparation of projects, realization of projects, and evaluation of project outputs.

**GNL 378 SOCIAL STRUCTURE AND INSTITUTIONS IN TURKEY (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

Historical Dimensions of Political and Economic Elements Affecting Social Structure, Population and society, family structure in Turkish society, religion institution, ethnic structure of Turkey and its problems.

**GNL 379 HISTORY OF ARCHITECTURE AND ART (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

Ancient and Medieval History of Architecture and Art is examined from prehistory until the Renaissance period.

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**GNL 380 EDUCATION AND SOCIETY (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

Education; Basic Framework and Concepts, sociological education theories, alternative education theories, history of education in Turkey, problems of education in Turkey, globalization and structural transformations in education, digital society and education, the future of education.

**GNL 383 TEXTILE AND CLOTHING IN ANATOLIA (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

Introduction of traditional textiles and the first findings in textile art, regions producing traditional textiles in Anatolia, historical process and materials used, patterning characteristics, and historical process of traditional Anatolian hand printing and dyeing.

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

With the help of topics learned at the basic level, it is aimed to further develop the language skills (listening and reading comprehension, speaking, and writing) of students at a more advanced level.

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

With the help of topics learned at the basic level, it is aimed to further develop the language skills (listening and reading comprehension, speaking, and writing) of students at a more advanced level.

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

With the help of topics learned at the basic level, it is aimed to further develop the language skills (listening and reading comprehension, speaking, and writing) of students at a more advanced level.

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

With the help of topics learned at the basic level, it is aimed to further develop the language skills (listening and reading comprehension, speaking, and writing) of students at a more advanced level.

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

With the help of topics learned at the basic level, it is aimed to further develop the language skills (listening and reading comprehension, speaking, and writing) of students at a more advanced level.

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

With the help of topics learned at the basic level, it is aimed to further develop the language skills (listening and reading comprehension, speaking, and writing) of students at a more advanced level.

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

With the help of topics learned at the basic level, it is aimed to further develop the language skills (listening and reading comprehension, speaking, and writing) of students at a more advanced level.

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

With the help of topics learned at the basic level, it is aimed to further develop the language skills (listening and reading comprehension, speaking, and writing) of students at a more advanced level.

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

With the help of topics learned at the basic level, it is aimed to further develop the language skills (listening and reading comprehension, speaking, and writing) of students at a more advanced level.

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

With the help of topics learned at the basic level, it is aimed to further develop the language skills (listening and reading comprehension, speaking, and writing) of students at a more advanced level.

**GNL 201 ACADEMIC TURKISH FOR INTERNATIONAL STUDENTS (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

Studies aimed at developing the Turkish language skills of international students, and developing Turkish knowledge in parallel with academic skills.

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

Importance, history, and alphabet of Sign Language, words with Sign Language, pronouns, adjectives, objects, names of tools and equipment, colors, country names.

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

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

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

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

**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 regarding the nature of scientific effort and the characteristics of scientific theories, taking the historical context into account. Within this framework, distinguishing characteristics of scientific theories such as objectivity, measurability, testability, falsifiability, and progressivism are examined in light of historical experience extending from the Ancient period to the Scientific Revolution and the birth of modern science technology.

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

The main aim of the course is to strengthen the ties between the university and society by using the knowledge, skills, and experience students have acquired throughout their educational lives; to ensure they gain sensitivity about various issues and problems in society, primarily migration and disasters, disabled people, and disadvantaged groups, using human, social, and economic problems; to ensure the development of human, social, cultural, and moral values and skills with some volunteering activities they will participate in and carry out; to increase visibility and awareness on issues where societal sensitivity is high, such as disabled life, migration, and disaster in society in line with this aim; and thus to ensure students take part in volunteering activities throughout a semester within a pre-prepared plan in a volunteering field they will choose and share the results.

**GNL 330 HUMAN RIGHTS LAW (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

In the course, human rights and human dignity, historical sources of human rights, the regime of limitation of human rights, characteristics of human rights, protection of human rights at the international level, and protection of human rights at the national level will be addressed.

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

Distinguishing characteristics 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 sensitivity are addressed.

**GNL 355 FINANCIAL LITERACY (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

The concept of financial literacy, basic concepts regarding finance and economy, financial system, money and capital markets, financial instruments, cash budget, alternative finance sources, investment decisions.

**GNL 333 NEW GENERATION ENTREPRENEURSHIP (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

New Generation Entrepreneurship Basic Concepts, New Generation Business Models, Project Development Processes, Startup meetings, Startup presentations, Project development presentations, New Generation Entrepreneurship Financing Models, BTM Visit, Experience sharing on receiving investment, Project presentation and negotiation.

**GNL 404 LITERATURE AND SOCIETY (3-0) 2 ECTS (UNIVERSITY ELECTIVE)**

The societal importance of literature, Tanzimat literature and social change, the role of translation in social change, and the concept of social satire are address