

PUBLIC RELATIONS AND ADVERTISING

	REF_CODE	COURSE_CODE	COURSE NAME	CR
1	83711	FC01	Faculty Core - I	3
2	83712	PRAD101	Introduction to Marketing Communication	3
3	83713	PRAD103	Application Techniques for PRA - I	3
4	83714	ENGL191	Communication in English - I	3
5	83715	UE01	University Elective - I	3
6	83716	HIST280	Atatürk's Principles and History of Turkish Reforms	2
7	83721	PRAD102	Organizational Communication	3
8	83722	PRAD104	Social Media for PRA	3
9	83723	FC02	Faculty Core - II	3
10	83724	ENGL192	Communication in English - II	3
11	83725	UE02	University Elective - II	3
12	83732	PRAD205	Introduction to Public Relations	3
13	83733	PRAD299	Introduction to Advertising	3
14	83734	PRAD233	Organizational Culture	3
15	83735	PRAD237	Social Psychology for PRA	3
16	83736	UE03	University Elective - III	3
17	83741	PRAD202	Integrated Marketing Communication	3
18	83742	PRAD206	Approaches to Influence and Persuasion	3
19	83743	PRAD208	IMC Research Methods	3
20	83744	FC03	Faculty Core - III	3
21	83745	PRAD210	Management Approaches for PRA Agency	3
22	83752	PRAD301	Persuasive Writing for Public Relations and Advertising	3
23	83753	PRAD303	Marketing Communication for Social Responsibility	3
24	83754	PRAD307	Application Techniques for PRA - II	3
25	83755	AE01	Area Elective - I	3
26	83756	FC04	Faculty Core - IV	3
27	83761	PRAD302	Strategic Communication in PRA	3
28	83762	PRAD304	Public Relations and Society	3
29	83763	PRAD308	Advertising and Society	3
30	83764	AE02	Area Elective - II	3
31	83765	AE03	Area Elective - III	3
32	83771	PRAD405	New Media for Marketing Communication	3
33	83772	PRAD407	Campaign Design	3
34	83773	PRAD409	Media Planning in PRA	3
35	83774	AE04	Area Elective - IV	3
36	83775	AE05	Area Elective - V	3
37	83781	FC05	Faculty Core -V	3
38	83782	PRAD402	Presentation Skills for Public Relations and Advertising	3
39	83783	PRAD404	Senior Project	3
40	83784	AE06	Area Elective - VI	3
41	83785	AE07	Area Elective - VII	3

Total Credit 122