

HALKLA İLİŞKİLER VE REKLAMCILIK

	REF_KODU	DERS_KODU	DERS_ADI	KR
1	87711	FC01	Faculty Core - I	3
2	87712	HIRE101	Introduction to Marketing Communication	3
3	87713	HIRE103	Application Techniques for PRA - I	3
4	87714	ENGL171	English - I	3
5	87715	UE01	University Elective - I	3
6	87716	HIST280	Atatürk's Principles and History of Turkish Reforms	2
7	87721	HIRE102	Organizational Communication	3
8	87722	HIRE104	Organizational Communication	3
9	87723	FC02	Faculty Core - II	3
10	87724	ENGL172	English - II	3
11	87725	UE02	University Elective - II	3
12	87731	HIRE205	Introduction to Public Relations	3
13	87732	HIRE299	Introduction to Advertising	3
14	87733	HIRE233	Organizational Culture	3
15	87734	HIRE237	Social Psychology for Public Relations and Advertising	3
16	87735	UE03	University Elective - III	3
17	87741	HIRE202	Integrated Marketing Communication	3
18	87742	HIRE206	Approaches to Influence and Persuasion	3
19	87743	HIRE208	IMC Research Methods	3
20	87744	FC03	Faculty Core - III	3
21	87745	HIRE210	Management Approaches for Public Relations and Advertising	3
22	87751	HIRE301	Persuasive Writing for Public Relations and Advertising	3
23	87752	HIRE303	Marketing Communication for Social Responsibility	3
24	87753	HIRE307	Application Techniques for PRA - II	3
25	87754	AE01	Area Elective - I	3
26	87755	FC04	Faculty Core - IV	3
27	87761	HIRE302	Strategic Communication in PRA	3
28	87762	HIRE304	Public Relations and Society	3
29	87763	HIRE308	Advertising and Society	3
30	87764	AE02	Area Elective - II	3
31	87765	AE03	Area Elective - III	3
32	87771	HIRE405	New Media for Marketing Communication	3
33	87772	HIRE407	Campaign Design	3
34	87773	HIRE409	Media Planning For PRA	3
35	87774	AE04	Area Elective - IV	3
36	87775	AE05	Area Elective - V	3
37	87781	FC05	Faculty Core -V	3
38	87782	HIRE402	Public Speaking for Public Relations and Advertising	3
39	87783	HIRE404	Graduation Project	3
40	87784	AE06	Area Elective - VI	3
41	87785	AE07	Area Elective - VII	3

Total Credit 122