

PUBLIC RELATIONS AND ADVERTISING UNDERGRADUATE PROGRAM

L. KODE	COURSE TITLE	T	P	A	PROGRAM OUTCOMES																		
					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
1. YEAR 1. SEMESTER																							
HIR1001	General Economics	2	0	3	2	1	1	1	1	1	1	1	4	1	2	3	1	0	2	1	0	0	2
HIR1003	Introductuion to Communication	3	0	5	2	4	2	2	3	2	5	3	3	4	2	2	2	3	1	2	2	3	
HIR1005	Behavioural Sciences	3	0	4	1	3	1	1	3	1	2	5	1	3	2	4	4	3	1	1	1	3	
HIR1007	Fine Arts	2	1	6	1	2	5	1	1	3	4	1	1	1	2	1	1	2	1	1	1	1	
HIR1009	Fundamental Law	2	0	2	4	1	1	1	3	1	3	1	1	3	1	1	1	2	1	5	5	1	
TDL1011	Turkish Language I	2	0	2	3	3	4	1	1	5	1	1	1	1	1	1	1	1	2	1	1	1	
YDL1013	Foreing Language I	3	0	3	1	2	3	3	1	2	1	1	1	1	1	1	1	1	5	1	1	1	
ATA1015	Atatürk Principles And The History of Revolu	2	0	2	1	1	1	1	1	1	3	2	1	3	1	1	1	1	1	1	1	1	
ENF1021	Basic Computer	2	2	3	1	1	3	5	1	1	1	1	3	1	2	1	1	1	1	1	1	1	
1. YEAR 2. SEMESTER																							
HIR1002	Introductuion to Public Relations	2	1	5	5	3	2	2	3	2	3	4	3	4	4	4	3	3	1	2	2	4	
HIR1004	Introductuion to Advertising	2	1	5	5	3	5	4	3	4	5	4	3	4	2	3	2	2	2	1	1	2	
HIR1006	Sociology	2	0	2	1	3	3	1	3	1	4	4	3	4	3	3	2	3	1	1	1	2	
HIR1008	Business Administration	3	0	5	2	1	1	1	1	1	5	2	1	5	2	1	1	1	1	1	1	2	
HIR1010	History of Political Thoughts	2	0	4	1	3	3	1	3	3	1	4	3	4	3	3	2	3	1	1	1	2	
HIR1012	Written and Verbal Expression	1	1	2	1	5	5	1	1	5	5	3	1	1	1	1	1	1	1	1	1	1	
TDL1012	Turkish Language II	2	0	2	3	3	4	1	1	5	1	1	1	1	1	1	1	1	2	1	1	1	
YDL1014	Foreing Language II	3	0	3	1	2	3	3	1	2	1	1	1	1	1	1	1	1	5	1	1	1	
ATA1016	Atatürk Principles And The History of Revolu	2	0	2	1	1	1	1	1	1	3	2	1	3	1	1	1	1	1	1	1	1	
2. YEAR 3. SEMESTER																							
HIR2001	Interpersonal Communication	2	1	5	4	5	1	1	1	1	1	1	1	1	1	4	5	1	1	1	1	4	
HIR2003	Research Methods	2	1	4	1	1	3	2	3	1	1	5	1	1	5	1	1	4	1	1	1	1	
HIR2005	Graphic Design I	1	2	6	1	1	5	4	3	1	4	4	3	3	1	1	1	1	1	1	1	1	
HIR2007	Basic Photography	1	2	6	2	3	5	4	1	1	1	4	1	1	1	1	1	1	1	1	1	1	
HIR2009	Theories of Communication	3	0	4	3	1	1	3	1	1	4	4	1	1	4	1	1	1	1	1	1	1	
HIR2011	Customer Behavior	3	0	5	3	2	1	1	1	1	1	3	1	1	4	1	3	1	1	1	1	4	
2. YEAR 4. SEMESTER																							
HIR2002	Corporate Communication	2	1	4	3	4	3	4	3	4	4	4	4	5	4	3	3	2	1	1	1	4	
HIR2004	Communication Researches	2	1	6	2	1	3	1	5	3	4	5	5	1	4	1	1	5	2	1	1	1	
HIR2006	Advertising Copywriting	1	2	6	3	5	5	3	2	5	5	1	3	4	3	3	2	3	1	1	1	1	
HIR2008	Graphic Design II	1	2	6	1	1	5	4	3	1	4	4	3	1	1	1	1	1	1	1	1	1	
HIR2010	Marketing Communication	3	0	4	4	3	3	3	3	3	3	4	2	3	4	3	2	2	1	1	1	3	
HIR2012	Professional Foreign Language	3	0	4	1	2	3	3	1	2	1	1	1	1	1	1	1	1	5	1	1	1	

3. YEAR 5. SEMESTER																						
HIR3001	Media Literacy	2	1	5	1	1	4	4	4	4	5	2	4	3	1	1	1	1	1	0	2	
HIR3003	Advertising Applications	2	1	5	4	2	4	1	2	3	4	5	2	2	3	2	3	3	1	1	5	
HIR3005	Communication Law and Ethics	3	0	5	5	1	1	1	3	1	3	1	1	3	1	1	1	2	1	5	3	1
HIR3007	Probation	0	0	5	4	4	4	3	3	3	3	3	3	5	4	5	4	5	3	3	3	4
	Elective Lesson			5																		
	Elective Lesson			5																		
3. YEAR 5. SEMESTER ELECTIVE COURSES																						
HIR3021	Popular Culture	3	0	5	2	1	5	1	1	1	5	4	1	1	1	1	1	1	1	1	1	1
HIR3023	Organizational Psychology	3	0	5	1	2	1	1	1	1	1	4	1	5	1	5	5	1	1	1	1	3
HIR3025	Crisis Communication	2	1	5	1	4	1	1	3	1	4	4	1	3	4	4	3	4	1	1	1	3
HIR3027	Social Media	2	1	5	2	2	4	5	1	1	1	3	1	1	1	1	1	1	1	1	1	3
HIR3029	Turism and Publicity	1	1	5	2	5	2	1	1	1	1	5	1	2	1	1	1	1	1	1	1	2
HIR3031	Imagology and Body Language	1	2	5	1	5	3	1	1	3	1	1	1	1	1	4	4	1	1	1	1	2
HIR3033	Protocol Management	2	1	5	1	3	1	1	1	1	1	4	1	4	1	1	1	1	1	1	1	4
HIR3035	Correspondence Techniques	1	2	5	3	5	1	3	1	5	4	1	3	2	2	1	1	1	2	1	1	3
HIR3037	Public Relations in Public	2	1	5	3	4	1	1	3	3	1	5	3	2	4	5	4	2	1	1	1	4
HIR3039	Philosophy	3	0	5	1	4	2	1	3	3	5	1	3	3	3	3	1	2	1	1	1	3
HIR3041	Sponsorship	1	2	5	4	5	4	4	2	4	5	3	5	3	4	3	3	3	2	2	2	3
HIR3043	Effective Communication and Presentation	2	1	5	2	5	5	1	1	5	2	3	1	1	1	1	1	2	1	1	1	2
HIR3045	Advertising Photography	1	2	5	1	1	54	3	1	4	4	3	1	1	1	1	1	1	1	1	1	1
3. YEAR 6. SEMESTER																						
HIR3002	Campaign Management	1	2	5	4	5	5	1	2	4	5	5	1	5	5	5	3	3	1	1	1	5
HIR3004	Media Planning	2	1	5	4	1	2	5	1	1	1	3	3	1	5	2	1	1	1	1	1	1
HIR3006	Advertising Techniques on Radio-Television	2	2	5	3	4	5	5	2	4	5	3	4	3	4	3	1	1	1	1	1	1
HIR3008	Probation	0	0	5	4	4	4	3	3	3	3	3	3	5	4	5	4	5	3	3	3	4
	Elective Lesson			5																		
	Elective Lesson			5																		
3. YEAR 6. SEMESTER ELECTIVE COURSES																						
HIR3018	Agency Management	2	1	5	4	2	2	2	3	1	1	4	3	1	4	1	4	3	1	2	1	3
HIR3020	Preparing Project	2	2	5	3	4	3	3	3	4	4	2	4	5	4	4	4	3	2	2	2	4
HIR3022	Entrepreneurship	4	0	5	2	3	1	3	1	3	3	4	3	4	5	4	4	4	1	1	1	3
HIR3024	Public Relations on the Online Platform	2	1	5	5	3	2	5	3	2	3	4	3	4	4	4	3	3	1	2	2	4
HIR3026	Intercultural Communication	3	0	5	2	5	3	4	2	4	4	3	3	2	2	2	2	2	4	1	1	4
HIR3028	Current Economic Issues	3	0	5	2	1	1	1	1	1	1	4	3	2	3	1	0	2	1	0	0	2
HIR3030	Theories of Persuans	3	0	5	1	5	4	4	2	5	5	4	4	3	4	3	2	2	2	1	1	4
HIR3032	Lobbying	2	1	5	4	2	1	4	1	2	3	4	3	1	4	1	1	1	2	1	1	4
HIR3034	Social Responsibility	3	0	5	3	3	2	4	5	3	4	4	3	4	4	4	3	3	1	1	1	4
HIR3036	Rhetoric	1	2	5	1	4	3	2	1	5	2	1	1	2	1	2	4	1	2	1	1	3
HIR3038	Event Management	1	2	5	3	4	3	4	3	4	4	4	4	5	4	3	3	2	1	1	1	4
HIR3040	Communication Sociology	3	0	5	1	2	1	1	1	1	1	5	5	1	1	5	1	1	1	1	1	1

