

Curriculum	T	P	ECTS	
1 st Semester				
PR119	Fundamentals of Sociology	3	0	5
HIST221	History of Civilization	3	0	3
PR101	PR and Advertising Theories	3	0	6
PR121	Introduction to Communication	3	0	5,5
HIST101	Principles of Atatürk and History of Turkish Revolution I	2	0	2
ENG101	English For Academic Purposes I	4	0	3,5
ECON101	Introduction to Economics I	3	0	5
KRY111	Career Planning	1	0	1
2 nd Semester				
HIST102	Principles of Atatürk and History of Turkish Revolution II	2	0	2
ENG102	English for Academic Purposes II	4	0	3,5
PR128	Art, Culture and Communication	3	0	4,5
PR126	Communication Law	3	0	5
PR120	Introduction Social Psychology	3	0	5
PR122	Introduction to Political Communication	3	0	5
PR102	Introduction to Marketing Communication	3	0	5
3 rd Semester				
ENG201	English for Academic Purposes III	3	0	3
	Area Elective (1)	3	0	5
	Area Elective (2)	3	0	5
PR211	Crisis Communication	3	0	6
PR221	Research Design	2	1	6
PR227	Essentials of Visual Design	2	1	5
4 th Semester				
PR222	Research Application and Evaluation	0	3	6
	Area Elective (10)	3	0	5
	Area Elective (11)	3	0	5
PR224	Computer Literacy in Communication	0	3	6
ENG202	English for Academic Purposes IV	3	0	3
PR208	Ethics in PR and Advertising	3	0	5

5 th Semester				
PR321	Professional Ethics	3	0	7
ENG301	English for Occupational Purposes I	3	0	3
	Area Elective (8)	3	0	5
	Area Elective (9)	3	0	5
PR331	Advertising Design and Applications I	0	3	5
PR317	Media Planning	3	0	5
6 th Semester				
	Area Elective (4)	3	0	5
	Area Elective (5)	3	0	5
	Area Elective (12)	3	0	5
PR326	Advertising Design and Applications II	0	3	5
ENG302	English for Occupational Purposes II	3	0	3
PR320	Public Relations and Media Relations	3	0	7
7 th Semester				
PR499	Summer Internship	0	0	6
PR419	Media Literacy	3	0	4
	General Elective	3	0	4
TURK401	Turkish Language I	2	0	2
	Area Elective (6)	3	0	5
	Area Elective (13)	3	0	5
MAN409	Entrepreneurship	4	0	5
PR421	Advanced Graphic Design	0	3	5
8 th Semester				
PR434	New Media Debates	3	0	5
	General Elective	3	0	4
	Area Elective (3)	3	0	5
PR460	Graduation Project	0	3	4
IE443	Occupational Health and Safety	3	0	5
	Area Elective (7)	3	0	5
TURK402	Turkish Language II	2	0	2

(1) PR226, PR232, AET305, AET315, AET325, AET335, AET345, AET355, AET365, PR237, PR329, PR330, PR334, PR336, PR422, PR228, PR230, PR234, PR241, PR248, PR323, PR327, PR328, PR333, PR423, PR428, PR439, PR440, PR337, PR324, PR413, PR416, PR425, PR435, PR438, PR225, PR229,

PR333, PR423, PR428, PR439, PR440, PR337, PR324, PR413, PR416, PR425, PR435, PR438, PR225, PR229, PR231, PR235, PR236, PR332, PR335, PR414, PR233, PR407, PR408, PR415, PR424, PR429, PR430, PR433, PR442, PR491, PR492, PR343, PR344,

(13) PR305, PR226, PR232, AET305, AET315, AET325, AET335, AET345, AET355, AET365, PR237, PR329, PR330, PR334, PR336, PR422, PR228, PR230, PR234, PR241, PR248, PR323, PR327, PR328, PR333, PR423, PR428, PR439, PR440, PR337, PR324, PR413, PR416, PR425, PR435, PR438, PR225, PR229, PR231, PR235, PR236, PR332, PR335, PR414, PR233, PR407, PR408, PR415, PR424, PR429, PR430, PR433, PR442, PR491, PR492, PR343, PR344,

General Electives

HUM319, HUM202, GET304, HUM312, HUM291, GET314, HUM323, GER302, GET324, CHIN301, KOR201, RUS401, SPAN402, GET334, GET354, GET364, GET344, GET374, GET384, GET394, FRE201, FRE202, FRE301, FRE302, FRE401, FRE402, GER201, GER202, GER301, GER401, GER402, HUM201, HUM211, JAP201, JAP202, JAP301, JAP302, RUS201, RUS202, RUS301, RUS302, SPAN201, SPAN202, SPAN301, SPAN302, ART226, ART263, ART269, ART298, ART285, ART265, HUM330, HUM322, CHIN201, ART228, SPAN401, ART268, CHIN302, KOR202, RUS402, HUM112, HUM204, CHIN202, ART297, HUM320, HUM321, HUM331, HUM360, HUM316, HUM310, MAN328, MAN412, ART270, MAN414, MAN437,

Area Elective Course List

AET 305	Area Elective Course	(0-0)5
AET 315	Area Elective Course	(0-0)5
AET 325	Area Elective Course	(0-0)5
AET 335	Area Elective Course	(0-0)5
AET 345	Area Elective Course	(0-0)5
AET 355	Area Elective Course	(0-0)5
AET 365	Area Elective Course	(0-0)5
PR 225	Structures and Management in Communication	(3-0)5
PR 226	Communication History of Turkey	(3-0)5
PR 228	Computer Mediated Design	(3-0)5
PR 229	Communication, Culture and Society	(3-0)5
PR 230	Organizational Communication	(3-0)5
PR 231	Interpersonal Communication	(3-0)5
PR 232	Digital Photography Practicum	(0-3)5
PR 233	History of Civilization	(3-0)5
PR 234	News Writing	(3-0)5
PR 235	Art History	(3-0)5
PR 236	Media and Society	(3-0)5
PR 237	Introduction to Photography	(3-0)5

PR 241	PR and Advertising in New Media	(3-0)5
PR 248	International PR and Advertising	(3-0)5
PR 305	Brand Communication	(3-0)5
PR 323	Introduction to Text Writing	(0-0)5
PR 324	Communication Strategies and Organizations	(3-0)5
PR 327	Basics of Project Planning and Application	(0-3)5
PR 328	The Analysis of Advertising Communication	(1-2)5
PR 329	Local Media in Turkey	(3-0)5
PR 330	Advanced Project Planning and Application	(0-3)5
PR 332	PR and Advertising Criticism	(3-0)5
PR 333	Current Communication Research	(0-3)5
PR 334	Media and Culture	(3-0)5
PR 335	Popular Culture and Media	(3-0)5
PR 336	Web Design	(0-3)5
PR 337	Media Relations in Public Relations	(3-0)5
PR 343	Radio Broadcasting I	(0-3)5
PR 344	Radio Broadcasting II	(0-3)5
PR 407	Public Opinion	(3-0)5
PR 408	Fundamentals of Digital Photography for PR	(1-0)5
PR 413	Leadership Theory and Practice I	(3-0)5
PR 414	Leadership Theory and Practice II	(3-0)5
PR 415	PR Campaign Planning I	(0-3)5
PR 416	PR Campaign Planning II	(0-3)5
PR 422	Current Issues in Communication Policies	(3-0)5
PR 423	Organisational Policies and Working Conditions	(3-0)5
PR 424	Communication and Crisis Management	(1-0)5
PR 425	Political Communication	(3-0)5
PR 428	Globalization and International Communication	(0-3)5
PR 429	Video Production Applications I	(0-3)5
PR 430	Journalism Practicum II	(0-3)5
PR 433	Production Policies and Public Choices	(3-0)5

PR 435	Journalism Practicum I	(0-3)5
PR 438	Video Production Applications II	(3-0)5
PR 439	Digital Editing	(0-0)5
PR 440	Political and Social Structure of Turkey	(3-0)5
PR 442	Advanced Project Planning and Applications	(0-3)5
PR 491	Journalism I	(0-3)5
PR 492	Journalism II	(0-0)5

Course Descriptions

ECON 101	Introduction to Economics I	(3-0)5
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Introduction to demand, supply and market price formation; household behaviour; elasticity; production process; profit maximizing firm behavior; different market types such as monopoly, perfect competition, oligopoly.

ENG 101	English For Academic Purposes I	(4-0)3.5
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English language skills, especially academic skills, such as reading comprehension, vocabulary building and critical analysis of texts; listening and note-taking, class discussions, presentations, writing, research assignments and use of technology.

ENG 102	English for Academic Purposes II	(4-0)3.5
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Academic skills such as reading comprehension, class discussions, use of academic vocabulary and critical analysis of texts; research assignments and review of the English language structure; skills such as listening and note-taking, analysis of written products, writing, presentation and use of technology.

ENG 201	English for Academic Purposes III	(3-0)3
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Advanced reading and writing skills, applying critical reading skills and strategies, identifying the organization of a reading text, main ideas of the texts, and the author's main purpose, summarizing a given text, outlining and writing an argumentative essay.

ENG 202	English for Academic Purposes IV	(3-0)3
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Preparing and writing research reports and delivering effective oral/written informative and persuasive presentations; gathering information, organizing data, outlining, using appropriate techniques in presentation and delivering for a maximum impact, using visual aids and citation effectively.

ENG 301	English for Occupational Purposes I	(3-0)3
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Job-related communication skills;the functions such as describing relationships at work,discussing performance reviews and giving feedback,discussing plans and arrangements,using social media for professional communication,discussing on recruitment tests and job interviews,presenting a service or product,writing reviews on websites

ENG 302	English for Occupational Purposes II	(3-0)3
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More detailed job-related communication skills;describing and organising meetings,developing communicational styles in various cultural settings,handling mistakes and apologizing,getting familiar with

marketing styles and advertising, deciding how to adapt and market a product in different countries,

HIST 101 Principles of Atatürk and History of Turkish Revolution I (2-0)2

French Revolution; structure and geopolitic positioning of Ottoman Empire, reasons of its decline; Westernization movements, First and Second Constitutional Monarchy declarations; Libya and Balkan wars; First World War; period before the War of Independence, congresses, National Pact, establishment of Turkish Grand National Assembly.

HIST 102 Principles of Atatürk and History of Turkish Revolution II (2-0)2

War of Independence; Lausanne Treaty; declaration of the Republic; removal of sultanic rule and caliphate; Atatürk's revolutions; establishment of national economy; Second World War, before and after; Turkish Republic after 1960.

HIST 221 History of Civilization (3-0)3

A chronological order of the rise of civilizations from Sumer until the Scientific Revolution.

IE 443 Occupational Health and Safety (3-0)5

Basic information on occupational health and safety, principles and legislations, occupational health and safety requirements to be applied in the workplace, occupational accidents, risk assessment and occupational audits; a proactive approach to occupational health and safety.

KRY 111 Career Planning (1-0)1

Being a student at Atilim University, Student-centered programs at Atilim University, Faculty, Department presentations, Career Planning and Coop Program, Erasmus, CV writing types, Interview techniques, Effective Communication and presentation techniques, Intelligence and Personality

MAN 409 Entrepreneurship (4-0)5

The nature, importance and history of entrepreneurship, the entrepreneurial mind, creativity, innovation and the business idea, marketing and financial planning, franchising, entrepreneurial strategy and strategic management in operations, entrepreneurship background of Turkey, changes in Turkish entrepreneurial features and activities, characteri

PR 101 PR and Advertising Theories (3-0)6

The course develops a mix of theoretical and practical skills, from media relations to global promotional strategies. PR and advertising is taught within a corporate and marketing communications context.

PR 102 Introduction to Marketing Communication (3-0)5

The course aims to teach techniques that the company or a business individual uses to convey promotional messages about their products and services.

PR 119 Fundamentals of Sociology (3-0)5

Viewing, understanding and interpreting society; institutions and organizations that form the society; societal relations and processes.

PR 120 Introduction Social Psychology (3-0)5

Basic concepts in the major areas of social psychology; perception of people and events, attitudes and social influence; social interaction and relationships.

PR 121 Introduction to Communication (3-0)5.5

Basic assumptions on communication; reason, objective, role, function and context of communication; language and communication; culture and communication; self-communication; interpersonal communication; groups and group communication; history of mediated communication: from verbal tradition to printed tradition; from telegraph, photograph to digit

PR 122 Introduction to Political Communication (3-0)5

Introduction to politics; main principles; theoretical discussions on politics; functioning of the state and the government.

PR 126 Communication Law (3-0)5

This course examines freedom of expression and the limitations that exist in such areas as libel, privacy, copyright, obscenity, advertising, corporate speech, and broadcasting.

PR 128 Art, Culture and Communication (3-0)4.5

This course examines and analyses the mass culture and popular culture.

PR 208 Ethics in PR and Advertising (3-0)5

Control of communication from censorship to auto-control; regulations in mass communication.

PR 211 Crisis Communication (3-0)6

Crisis planning, communication and management.

PR 221 Research Design (2-1)6

This course will enhance and strengthen your understanding of social science as a mode of inquiry. It will provide an essential foundation for the basic knowledge that you will use in your other courses, especially when you prepare a homework.

PR 222 Research Application and Evaluation (0-3)6

This course will enhance and strengthen your understanding of social science as a mode of inquiry. It will provide an essential foundation for the basic knowledge that you will use in your other courses, especially when you prepare a homework.

PR 224 Computer Literacy in Communication (0-3)6

Fundamentals of information systems, system and application software. Input, processing, storage, output

PR 234 News Writing (3-0)5

Basic content of the course includes The control of communication and communication relations; Legal regulations of public and private media systems; Development of basic communication rights and responsibilities in society and law; Development of regulations related with communication in Turkey

PR 235 Art History (3-0)5

The content of the course includes the art from past to present and the kinds of art which were created by shaping the material. During this course the meaning and importance of the art, the concept and literature about the history of art are introduced. The appearance and development of various artistic decorations such as architecture, sculptor,

PR 236 Media and Society (3-0)5

Students who take the course will learn the basic concepts of mass communication and create a perspective on public relations, advertising and international mass communication

PR 237 Introduction to Photography (3-0)5

The basic shooting techniques The photographic approaches to a subject The language of the photography The advertising photography and photojournalism Ethics of the photography and the photographer

PR 241 PR and Advertising in New Media (3-0)5

The debates/discussions about the Internet as a commercial business and the nature of its impact on society and culture.

PR 248 International PR and Advertising (3-0)5

This course will cover major concepts and issues in international and cross cultural advertising and public relations campaign planning.

PR 305 Brand Communication (3-0)5

This course purposes to analyze different cases of brand communication and teach theoretical background of the field

PR 317 Media Planning (3-0)5

This course is designed while keeping in view the latest media planning trends and practices by the industry. From basic media concepts to devising a comprehensive media plan, this course encompasses nearly all major aspects of applied media planning

PR 320 Public Relations and Media Relations (3-0)7

Essential knowledge about media relations.

PR 321 Professional Ethics (3-0)7

Social responsibility, public interest, truth and objectivity.

PR 323 Introduction to Text Writing (0-0)5

First, we emphasize information. The major purpose of writing for the mass media is to present information. Second, one of the purposes of this course is to teach you how to write in a professional environment. That is, we want you to understand what the demands of professionalism are and what you will need to meet those demands. Third, writing in

PR 324 Communication Strategies and Organizations (3-0)5

Definitions and types of organizations; the flow and nature of communication in and between organizations; organizations, inter-organizational communication, communication problems and solutions with the organization's consumer, customer, audience, member; considering the organization as a communication system; organizational theories; techniques for evaluating organizational communication.

PR 326 Advertising Design and Applications II (0-3)5

This course aims to teach the art of two-dimensional visual communication and to give students the skill to put what they learn to work by using image-processing software

PR 327 Basics of Project Planning and Application (0-3)5

It aims to teach project planning by learning the basic concepts and definitions of project management.

PR 328 The Analysis of Advertising Communication (1-2)5

The principles and practice of advertising.

PR 329 Local Media in Turkey (3-0)5

The lecture is carried out by the lecturer and the participation of students is tried with the base of discussion practices.

PR 330 Advanced Project Planning and Application (0-3)5

It aims to teach project planning by learning the basic concepts and definitions of project management.

PR 331 Advertising Design and Applications I (0-3)5

The principles and practice of advertising; advertising and social responsibility, advertising background, planning and strategy, advertising media and creative side of advertising.

PR 332 PR and Advertising Criticism (3-0)5

Readings, mostly articles published in the last few years in the leading academic journals in the field of PR, the sources of public relations as an academic discipline and profession, the theories discussed in the field

PR 413 Leadership Theory and Practice I (3-0)5

Historical and current applications of leadership theories, personal and organizational dimension of leadership, priorities, impacts of leadership on strategic decision making processes.

PR 414 Leadership Theory and Practice II (3-0)5

Fundamental values and principles of education and training process, professional ethical principles and application of these principles in working life.

PR 415 PR Campaign Planning I (0-3)5

Fundamentals of communication strategies, preparing a communication strategy on a pilot subject; preparing a strategic plan; preparing communication activities and materials following the completion of the communication plan; a presentation to a jury composed of academic staff.

PR 416 PR Campaign Planning II (0-3)5

Fundamentals of communication strategies, preparing a communication strategy on a pilot subject; preparing a strategic plan; preparing communication activities and materials following the completion of the communication plan; a presentation to a jury composed of academic staff.

PR 419 Media Literacy (3-0)4

This course covers the basic concepts and approaches related to sociology. In this sense, starting from the concept of media literacy, important theoretical approaches are examined. Then, violence, gender, representation of minorities are analyzed through different media materials.

PR 421 Advanced Graphic Design (0-3)5

The principles and practice of advertising; advertising and social responsibility, advertising background, planning and strategy, advertising media and creative side of advertising.

PR 422 Current Issues in Communication Policies (3-0)5

To provide students a comprehensive understanding of and discussions about (mass) communication policies.

PR 423 Organisational Policies and Working Conditions (3-0)5

This lecture gives an overview of working conditions, job quality, workers' health and job sustainability in the media and communications sector.

PR 424 Communication and Crisis Management (1-0)5

Crisis planning, communication and management.

PR 425 Political Communication (3-0)5

Evaluating the communication studies carried out by political parties, evaluating the communication studies carried out by political parties, revealing the importance of communication in politics by addressing political

communication with mainstream and critical dimensions in the historical development process.

PR 428 Globalization and International Communication (0-3)5

What globalization and international communication are, what forces are driving them, and what we can or want to do about it.

PR 429 Video Production Applications I (0-3)5

Nonfiction field production

PR 430 Journalism Practicum II (0-3)5

This course starts with the definitions and the functions of the concepts and the tools of the journalism. Then it continues with the applications. During the period, the texts as news, article, comment article, reportage are written (or produces), and the images which are accompany to the texts are supplied (or produced). Throughout the semester,

PR 433 Production Policies and Public Choices (3-0)5

Exploring the relationship between media product production policies and public choices.

PR 434 New Media Debates (3-0)5

Internet and its reflection on society.

PR 435 Journalism Practicum I (0-3)5

This course starts with the definitions and the functions of the concepts and the tools of the journalism. Then it continues with the applications. During the period, the texts as news, article, comment article, reportage are written (or produces), and the images which are accompany to the texts are supplied (or produced). Throughout the semester,

PR 438 Video Production Applications II (3-0)5

Nonfiction field production.

PR 439 Digital Editing (0-0)5

The basic background for text, image, motion graphics, sound and animations will be evaluated deeply.

PR 440 Political and Social Structure of Turkey (3-0)5

This course will focus on the controversial and salient areas of Turkey's social structure. Accordingly the course will start with the basics of social structure in general. Then our focus will shift to the societal and political forces at work in Turkey. After that we will concentrate on various interrelated concepts of Turkish politics and societ

