

**ISTANBUL ESENYURT UNIVERSITY**  
**FACULTY OF ARTS AND SOCIAL SCIENCES**  
**PUBLIC RELATIONS AND ADVERTISING DEPARTMENT**  
**2022-2023 ACADEMIC YEAR COURSE CONTENTS**

**1. YEAR 1. SEMESTER: FALL**

**2113G1001 (3-0-3-7) INTRODUCTION TO PUBLIC RELATIONS:** This course aims to enable students to understand the processes and practices of public relations and to associate them with the history, theories and principles of public relations. Topics; It was created to include the basic concepts and definitions of public relations, the role of public relations in business and marketing, the historical development of public relations in the world and in Turkey, corporate identity and corporate culture.

**2113G1002 (3-0-3-7) INTERPERSONAL COMMUNICATION:** This course focuses on the verbal form of interpersonal communication called speech and the problems that arise in this communication process. Discussions will be held on where and how this process is progressing in the profession of Public Relations. The aim of this course is to enable students to learn and define the basic concepts and stages of human relations.

**2113G1003 (3-0-3-6) INTRODUCTION TO COMMUNICATION SCIENCE:** The content of this course consists of the development of modern mass communication, basic theories, mass communication theory and research, action-reaction models, the effects of mass communication on culture and society, critical approaches. Within the scope of the course, the basic principles of mass communication theories are given, and the importance of these theories for society and their relationship with society are explained.

**2113G1004 (3-0-3-6) INTRODUCTION TO ADVERTISING:** Definition of advertisement, comparison with other promotional methods, definition of professionals participating in the advertising process, types of advertisements, its place in marketing and marketing communication, research, planning, application and evaluation stages of advertisement, segmentation and target audience selection, media selection and planning, message strategies, positioning, budgeting.

**2075G1002 (2-0-2-2) TURKISH LANGUAGE I:** This course aims to teach students the place of Turkish language among world languages, its history, development and structural features of Turkish language.

**2075G1005 (2-0-2-2) FOREIGN LANGUAGE I:** The aim of this course is to improve students' academic and professional written foreign language proficiency and to bring students to a level that can prepare various forms such as press releases and media correspondence along with academic writing.

**1. YEAR 2. SEMESTER: SPRING**

**2075B1002 (2-0-2-2) TURKISH LANGUAGE II:** This course aims to teach students the place of Turkish language among world languages, its history, development and structural features of Turkish language.

**ISTANBUL ESENYURT UNIVERSITY**  
**FACULTY OF ARTS AND SOCIAL SCIENCES**  
**PUBLIC RELATIONS AND ADVERTISING DEPARTMENT**  
**2022-2023 ACADEMIC YEAR COURSE CONTENTS**

**2075B1006 (2-0-2-2) FOREIGN LANGUAGE II:** The aim of this course is to improve students' academic and professional written foreign language proficiency and to bring students to a level that can prepare various forms such as press releases and media correspondence along with academic writing.

**2075B1005 (2-0-2-3) OCCUPATIONAL SAFETY AND HEALTH:** It is aimed to learn about the factors and conditions that threaten the health and safety of the employees, the policies carried out to prevent these factors and the responsibilities of employers and the state, as well as the rights and duties of employees.

**2075B1010 (2-0-2-4) ENTREPRENEURSHIP AND CAREER PLANNING:** The course includes topics such as the concept of career, career planning, individual career development, CV preparation, job interviews, and career counseling.

**2113B1001 (3-0-3-5) SOCIAL MEDIA:** The meaning of the concept of social media, access to social media, the relationship between social media and alternative media, the relationship between social media and other disciplines.

**2113B1002 (3-0-3-5) BASIC PHOTOGRAPHY:** The aim of this course is to help students comprehend the basic terms and theories of photography, to introduce light, light sources, basic materials of photography, and to practice taking photograph.

**2113B1003 (3-0-3-5) SCIENTIFIC RESEARCH METHODS:** The aim of the course is to help the students learn the basic concepts used in scientific research, adopt the basic foundations of doing scientific research, process and techniques of scientific research.

**2113B1005 (2-0-2-4) COMMUNICATION, ART AND AESTHETICS:** Basic concepts of art and aesthetics; the place and importance of art and art education in the mental, emotional and kinetic development of individuals; creativity, art and aesthetic sensitivity, the relationship between education and art, the development of art in the world and in Turkey, the relationship between art and culture, the use of historical places in art education and the importance of museums.

**2. YEAR 3. SEMESTER: FALL**

**2075G1001 (2-0-2-2) ATATURK'S PRINCIPLES AND HISTORY OF TURKISH REVOLUTION I:** By examining Atatürk's works, the basic characteristics of the Republic and the achievements are explained and the value of Atatürk's principles is comprehended. In addition, it is aimed to teach the political developments experienced during the completion of the Turkish revolution and the establishment process of the new state.

**2113G2001 (3-0-3-6) INTEGRATED MARKETING:** The aim of the course is to provide students with an understanding of the concept of integrated marketing communications and its functioning.

**ISTANBUL ESENYURT UNIVERSITY**  
**FACULTY OF ARTS AND SOCIAL SCIENCES**  
**PUBLIC RELATIONS AND ADVERTISING DEPARTMENT**  
**2022-2023 ACADEMIC YEAR COURSE CONTENTS**

**2113G2002 (3-0-3-6) COMMUNICATION THEORIES:** The aim of this course is to enable students to have basic knowledge and a critical approach while they are analyzing and interpreting the relationships between mass media, society and audiences.

**2114G2004 (3-0-3-5) VISUAL CULTURE:** The aim of the course is to provide students with general information about visual culture and to help them be informed about the history of visual culture. Definition of Visual Culture and Basic Information on Visual Culture Studies, Visual Culture and Indicators: Language, Image, symbol, visual Culture and Indicators: Semiotics, Visual Culture and Indicators: R. Jacobson, C.S. Pierce, L.Strauss, Art Movements from Past to Present and Changing Ways of Seeing.

**2113G2003 (3-0-3-6) BUSINESS MANAGEMENT:** The aim of the course is to provide students with information about the basic concepts of business administration with an overview of business science and also with information about business and business functions.

**2111G2009 (3-0-3-5) PROFESSIONAL RESPONSIBILITY AND ETHICS:** The aim of this course is to provide students with the standards of professional ethics, professional responsibility, the principles of ethics, and the ability to question and assess paradoxum of the profession.

**2. YEAR 4. SEMESTER: SPRING**

**2075B1001 (2-0-2-2) ATATURK'S PRINCIPLES AND HISTORY OF TURKISH REVOLUTION II:** By examining Atatürk's works, the basic characteristics of the Republic and the achievements are explained and the value of Atatürk's principles is comprehended. In addition, it is aimed to teach the political developments experienced during the completion of the Turkish revolution and the establishment process of the new state.

**2113B2001 (3-0-3-5) POLITICAL COMMUNICATION:** The aim of the course is to introduce students to definition of political communication, its mechanism and effects in different societies, different types of cognitive forms of political communication.

**2113B2006 (2-0-2-5) BEHAVIORAL SCIENCES:** The aim of this course is to help students gain knowledge and skills about interpersonal communication, person-group and personorganization communication and integration, in particular by accommodating them with the basics of organizational behavior.

**2113B2003 (3-0-3-5) COMMUNICATION LAW:** The aim of the course is to provide students with the relationship between freedom of expression and principles of mass media law, state's role and limitations on communication area, basic information and the conceptual discussions of main features of the regulations through rule of law.

**2113B2007 (2-2-3-5) INTERNET ADVERTISING:** The aim of this course is teaching internet advertising, internet marketing concepts and the importance of place in the educaiton of Internet advertising.

**ISTANBUL ESENYURT UNIVERSITY**  
**FACULTY OF ARTS AND SOCIAL SCIENCES**  
**PUBLIC RELATIONS AND ADVERTISING DEPARTMENT**  
**2022-2023 ACADEMIC YEAR COURSE CONTENTS**

**2113B2008 (2-2-3-5) DIGITAL MEDIA APPLICATIONS:** New media types emerging with the development of digital technologies, digital media technologies in Turkey and in the world, Interactive Television, Mobile media, Podcast, Blog concepts, New media types.

**2120B2001 (3-0-3-3) THEORIES OF NEW MEDIA:** The course provides students with theoretical ideas for understanding, explaining and developing insights into the development of media. These theories and concepts also enable to make sense of and understand the daily interactions with media technologies and cultures. Students also learn about new media and its theories from a historical perspective embedded in a broad understanding of technology and its relationship to culture and social change.

**3. YEAR 5. SEMESTER: FALL**

**2113G3008 (2-0-2-5) PUBLIC RELATIONS AND CORPORATE COMMUNICATION:** The aim of this course to provide students with the necessary information on corporate communication and communication techniques to be applied.

**2113G3009 (2-0-2-5) STRATEGIC PLANNING, PROJECT AND RISK MANAGEMENT:** The aim of this course is to provide the students with the ability to search for the most suitable resources for organizations and use those resources according to a pre-determined plan within the scope of future expectations, to provide the students with information about strategic planning models and the planning perspectives to be generated by the components of those models, some of which are risk management and project management processes.

**DEPARTMENT ELECTIVE COURSE I**

**2113G3003 (3-0-3-5) CONSUMER BEHAVIOR:** This course aims to teach students marketing strategies of business sectors, developing roles of consumer behavior and the importance of consumer behavior, how and under what influences consumer behaviors were formed, ways of protecting consumer rights when they encounter problems.

**2113G3004 (3-0-3-5) CONTEMPORARY ADVERTISING REVIEWS:** Theoretical knowledge is given. Advertise examples and applications, showing, today's students are asked to produce theories of advertising media to be used for the mass media.

**2113G3005 (3-0-3-5) GRAPHIC DESIGN:** The aim of this course is to cover the basics of graphic design providing students with practical skills in graphic design. The students improve their practicing skills by traditional and modern methods, explore and examine the designs of the leading figures in the world of graphic design.

**ISTANBUL ESENYURT UNIVERSITY**  
**FACULTY OF ARTS AND SOCIAL SCIENCES**  
**PUBLIC RELATIONS AND ADVERTISING DEPARTMENT**  
**2022-2023 ACADEMIC YEAR COURSE CONTENTS**

**2113G3010 (3-0-3-5) COPYWRITING:** The aim of this course is to help students write advertisements for mass media and prepare documents for public relations activities, learn advertisement script format and basic documents for advertisements and pre-production, production and post-production phases of advertisements, make them acquainted with the ways of writing advertisements regarding that the process is not only related to creativity but also to paradigms such as customers, market conditions, cultural environment and rivals.

**FACULTY ELECTIVE I**

**2113G3007 (3-0-3-5) PUBLIC RELATIONS CAMPAIGNS:** This course aims to give the students the opportunity to see their theoretical knowledge in practice.

**2113G3011 (3-0-3-5) HUMAN RESOURCE MANAGEMENT:** The aim of this course is to provide the students with the fundamentals of Human Resources Management (HRM) and help them gain perspective and consciousness on the issues they will encounter in the real sector.

**3. YEAR 6. SEMESTER: SPRING**

**2113B3001 (3-0-3-5) PUBLIC RELATIONS AND ADVERTISING:** To explain public relations, advertising, and related concepts; to trace the historical development of public relations and advertising; to convey the place of public relations and advertising within the understanding of social responsibility in businesses; to adopt the subjects of promotion, human relations, marketing, and advertising; to explain the concepts of advertising, propaganda, lobbying, and marketing; and to evaluate the relationship between public relations, advertising, and media - these constitute the purpose of the course."

**2113B3008 (2-0-2-5) PUBLIC OPINION RESEARCH METHODS:** The aim of this course is to provide students with hands-on experience in participating in all stages of public opinion polls and examining the methods and results of public opinion polling.

**DEPARTMENT ELECTIVE COURSE II**

**2113B3003 (3-0-3-5) MEDIA PLANNING:** The students will grasp the concept of media planning and understand the significance of media planning in communication and marketing. The students will identify the fundamental strategies and challenges of media planning.

**2113B3004 (3-0-3-5) REPUTATION MANAGEMENT:** Reputation management is the ability of an organization to link its products, increased shareholder support, improved business performance, and objectives to the reputation of the institution. In this context, within the scope of the course, students will internalize the philosophy of public relations; they will be taught the components/formation of image, identity, and corporate personality, as well as the interaction between reputation and business performance, and the stages of reputation management.

**ISTANBUL ESENYURT UNIVERSITY**  
**FACULTY OF ARTS AND SOCIAL SCIENCES**  
**PUBLIC RELATIONS AND ADVERTISING DEPARTMENT**  
**2022-2023 ACADEMIC YEAR COURSE CONTENTS**

**2113B3005 (3-0-3-5) WEB DESIGN:** This course covers the techniques and methods of developing complex websites. It offers students the use of advanced website design and development tools for dynamic techniques. Teaching the technical and aesthetic uses of dynamic web design is included in the content of this course.

**FACULTY ELECTIVE II**

**2113B3016 (3-0-3-5) COMMUNICATION AND SOCIETY:**

**2113B3006 (2-0-2-5) PUBLIC OPINION AND MEDIA:** The course focuses on the concepts of the public sector and public opinion, the emergence of the public sphere in Ancient Greece, the traditional public sphere, the relationship between the traditional public sphere and media, the transformation of social platforms and the public sphere, and the digital public sphere and its impacts.

**2113B3007 (2-0-2-5) MULTIMEDIA DESIGN:** The content of this course includes multi-media application development environments; principles of screen design; animation and motion in software; adding components such as images, videos, animations, etc., to software; adding sound and real-time movies; user interaction; feedback techniques; user navigation in multi-media software; screen design and layout; developing multi-media applications; packaging and publishing multi-media software; and evaluating multi-media applications.

**2111B3012 (2-0-2-5) COMMUNICATION PHILOSOPHY:** This course will introduce students to ethics philosophy by focusing on the ethical situations in fundamental areas of communication and media practices.

**4. YEAR 7. SEMESTER: FALL**

**2113G4001 (0-2-1-10) GRADUATION PROJECT I:** As a two-part course, within the scope of the Graduation Project I, students are required to prepare and present a project file related to their chosen communication area, which should demonstrate the project's feasibility and practicality. This includes identifying the topic and resources, classifying, and interpreting the gathered information, and presenting it in written form.

**DEPARTMENT ELECTIVE COURSE III**

**2113G4009 (3-0-3-5) GENDER AND MEDIA:** The aim of this course is to discuss the place and importance of communication sciences in the fundamental sociological and social scientific debates of the Republic period in Turkey, focusing on the process of modernization and its criticisms, social structure/social institutions, and social change. The course examines how social gender roles are represented and reproduced in media products, which are considered as cultural content. It includes the deciphering of media content from a feminist perspective and understanding the representations of gender roles. Within this framework, the course delves into the examination of how gender representations in media content, which is one of the most "popular" cultural production areas, impact society and gender roles of women and men.

**ISTANBUL ESENYURT UNIVERSITY**  
**FACULTY OF ARTS AND SOCIAL SCIENCES**  
**PUBLIC RELATIONS AND ADVERTISING DEPARTMENT**  
**2022-2023 ACADEMIC YEAR COURSE CONTENTS**

**2113G4003 (3-0-3-5) EVENT MANAGEMENT:** The aim of the course is to identify and propose new events that can be organized within the scope of public relations and advertising by evaluating events held both globally and in our country.

**2113G4004 (3-0-3-5) COPYWRITING IN PUBLIC RELATIONS:** The aim of this course is to provide students with the necessary tools through organized activities that match their interests, vocabulary, and grammar proficiency, to improve both their writing and reading skills and fluency.

**2113G4005 (3-0-3-5) POSTMODERN MARKETING:** The aim of this course is to enable students to think relationally by using sociological concepts, definitions, and propositions when evaluating popular culture industry products shown in the media. The course also aims to enrich students' knowledge in the field of marketing and examine marketing from a postmodern perspective. It addresses the applicability of postmodern conditions and postmodern thought in the field of marketing, highlighting the weaknesses of traditional marketing approaches and evaluating the contributions of postmodern features such as postmodern consumption, postmodern culture, and symbolic consumption to marketing. Within this context, after comparing modernist and postmodernist perspectives, the course examines the reflections of the postmodernist approach on marketing, consumption, social life, culture, and marketing research.

**FACULTY ELECTIVE III**

**2113G4010 (3-0-3-6) POPULAR CULTURE AND MEDIA:** The aim of this course is to enable students to think relationally by using sociological concepts, definitions, and propositions when evaluating popular culture industry products shown in the media. The course will cover topics related to popular culture, media and culture industry, producer and consumer cultures, and popular identity strategies.

**2113G4006 (3-0-3-6) CRISIS MANAGEMENT:** In an environment of uncertainty and constant change, organizations are continuously confronted with unexpected threats or opportunities. The survival of these institutions depends on their ability to protect themselves from these threats or capitalize on the opportunities. The objective of this course is to teach how public relations can be effectively utilized in times of crisis in organizations.

**2113G4007 (3-0-3-6) HEALTH COMMUNICATION:** The aim of this course is to encourage individuals to adopt positive health behaviors and design communication strategies to educate them on health-related issues. It emphasizes the public interest dimension of health communication and provides insights into both mass communication and interpersonal aspects of health communication. The course will cover the history of health and journalism, and present theoretical knowledge related to health communication. It will also explore how health journalism is conducted, including content analyses of health news articles to conduct practical analyses of health news reporting.

**2113G4008 (3-0-3-6) SPORT COMMUNICATION:** The aim of this course is to comprehensively examine the sports industry. It focuses on understanding sports companies and exploring the

**ISTANBUL ESENYURT UNIVERSITY**  
**FACULTY OF ARTS AND SOCIAL SCIENCES**  
**PUBLIC RELATIONS AND ADVERTISING DEPARTMENT**  
**2022-2023 ACADEMIC YEAR COURSE CONTENTS**

areas within the sports industry. The course aims to familiarize students with the elements of sports communication, examine the concept and scope of communication, and discuss its importance. It also aims to equip students with knowledge about sports communication studies, various sports disciplines, and the emerging field of E-Sports due to digitalization. The course content includes the history of sports communication, communication studies, sports communication in national and international media, and topics related to digitalization and E-Sports.

**2113G4002 (3-0-3-6) IMAGE VE BRAND MANAGEMENT:** The aim of this course is to enable students to achieve brand recognition and promotion, implement brand positioning and sales strategies, follow brand strategies, and restructure the brand by tracking competitors' brand strategies. The course covers concepts related to brand and image, brand image creation, and communication in various areas such as personal selling, sales promotion, point-of-purchase communication, direct marketing, public relations, advertising, and sponsorship activities. It also focuses on branding strategies, consumer behavior-oriented brand communication, communication for symbolic and functional brands, and the impact of new media on brand communication.

**UNIVERSITY ELECTIVE I**

**21G4Ü009 (3-0-3-4) CITY AND CULTURE:** The concept of culture and city, mass culture and mass communication, popular culture, development of the concept, ideology and popular culture, popular culture and critical approaches. Postmodernism and popular culture, entertainment life and lifestyles, popular culture, fashion and identity, sports, industry, television, etc. Capital supply and alternatives; business model; business plan preparation.

**21G4Ü004 (3-0-3-4) CINEMA CULTURE:** History of cinema, shooting techniques, cinema culture, popular cinema concept.

**8. SEMESTER: SPRING**

**2113B4001 (0-2-1-10) GRADUATION PROJECT II:** The aim of this course is to explain scientific research methods and techniques, demonstrate data collection techniques, explain how data is analyzed, and interpret research findings. Students will complete an original research project using research methods and techniques throughout the course.

**DEPARTMENT ELECTIVE COURSE IV**

**2113B4003 (3-0-3-5) INTERNATIONAL PUBLIC RELATION:** This course includes teaching students the methods of promoting products, organizations, services, and policies on the international stage, as well as understanding the communication processes involved. It also covers the comprehension of potential obstacles and challenges that may be encountered in international promotion and communication efforts.

**2113B4004 (3-0-3-5) COMMUNICATION AND DIPLOMACY:** This course involves discussing the concept of diplomacy within the scope of international communication, international public

**ISTANBUL ESENYURT UNIVERSITY**  
**FACULTY OF ARTS AND SOCIAL SCIENCES**  
**PUBLIC RELATIONS AND ADVERTISING DEPARTMENT**  
**2022-2023 ACADEMIC YEAR COURSE CONTENTS**

relations, and political communication disciplines, and examining its past, present, and future. It also explores the impact of new media, which is one of the most important concepts, on this process.

**2113B4005 (3-0-3-5) PRACTICES OF ADVERTISING CAMPAIGN:** This course teaches students about various environments where design is done, appropriate use, and presentation of photographs, as well as applications made with computer-aided designs. The course aims to develop solutions for advertising activities in an organization and ensure the appropriate presentation of these advertisements to customers.

**2113B4006 (3-0-3-5) INTERNATIONAL ADVERTISING:** This course involves understanding the advertising activities, strategies, and objectives of international companies, as well as examining the global competitive market and advertising strategies.

**FACULTY ELECTIVE IV**

**2113B4008 (3-0-3-6) ADVERTISING CRITICISM:** In this course, students will learn the concepts of advertising and promotion and their purposes in marketing. They will also apply advertising and promotion practices in a group project example.

**2114B4006 (3-0-3-6) MEDIA ANALYSIS:** The aim of this course is to examine the influence of the media system characterized by capital and power on media content and the production and transmission stages of media messages.

**2114B4007 (3-0-3-6) MEDIA LITERACY:** How is media literacy education conducted? How are media texts read and evaluated? What is the 5W1H rule? How should the messages and news constructed by the media be analyzed?

**UNIVERSITY ELECTIVE II**

**21B4Ü006 (3-0-3-4) NEW MEDIA AND INFORMATION SOCIETY:** In this course, the historical background of information society theories is explained, including the formation of information society theories by Daniel Bell, Marshall McLuhan, Brzezinski, Peter Drucker, Yoneji Masuda, and Alvin Toffler. The course also focuses on Manuel Castells' ideas and examines the relationship between knowledge and power in contemporary societies.

**21B4Ü003 (3-0-3-4) PHILOSOPHY OF ART:** This course includes information about the course and its resources. It gives the definition of art and the essence of art. Definition and basic concepts of aesthetics; Art and Truth, Artist-Art Work and Benedetto Croce aesthetics, Plato, Aristotle, Kant, Hegel., Aesthetic perspective: Aesthetic experience, Aesthetic pleasure, Aesthetic anxiety, Aesthetic experience, Aesthetic attitude, Aesthetic perception., Creativity in Art and Aesthetics Problems, Aesthetic Factor in Visual Perception: Perception Processes, The Origin of Art Problem: Wilhelm Worringer, Panofsky, Art Theories in Philosophical Thinking, Form and New Formalism. Essence and Form in Art: Form forming Basic elements., Art as expression and objections., Examples of modern art as an aesthetic experience, Post Modernism and Changing Artistic Concepts.