

YEDİTEPE UNIVERSITY

Students from around the world come together
to build a better future



YEDİTEPE
UNIVERSITY



- **Concentration Areas:**

- Media and Communications Management (Thesis/Non-Thesis)
- Integrated Marketing Communications Management (Thesis/Non-Thesis)

- **Our objective in the Media and Communications Management Concentration Area:**
 - To train professionals and communications scholars;
 - Who are knowledgeable about current economic, political, social, and cultural developments in the media and in the world,
 - Who are able to analyze, produce, and manage content in various fields in the communications industry (eg. PR, internet journalism, advertising etc.), and
 - Who can understand, analyze, and manage the technical and aesthetic languages of diverse media environments.

- **Our education strategy in the Media and Communications Management Concentration Area:**
 - Interdisciplinary understanding (politics, sociology, anthropology, history etc.)
 - Critical paradigm
 - Holistic approach to the media

- **Our objective in the Integrated Marketing Communications Management Concentration Area:**
 - To raise communications scholars who will contribute to the scientific growth in marketing communications studies
 - And to train professionals who will work in management positions in marketing areas like:
 - Product/brand development,
 - Brand awareness creation, and
 - Brand loyalty development etc.

- **Our education strategy in the Integrated Marketing Communications Management Concentration Area:**
 - Balance between theory and practice
 - Course contents tailored to the latest developments and needs in marketing
 - Offering diverse opportunities to meet media and communications professionals

- **Our graduates can work as:**
 - Communication professionals in various departments of public and private enterprises and non-governmental organizations such as PR, marketing, customers relations, corporate communication, media management,
 - Editors or producers in the press and the media,
 - Public opinion researchers, search engine consultants, reputation managers, or social media managers in PR and consultancy firms,
 - Content producers or managers in advertising agencies,
 - Entrepreneurs in various emergent fields like event management, new media, and social networks.

○ **Terms of Application:**

- A bachelor's or equivalent degree from an institution accredited by the Higher Education Council in Turkey
- For proficiency in English, the minimum required TOEFL score is 66.
- Any test results older than five years as of the application date will not be accepted.

○ **About the language requirement:**

- The language of instruction in our program is English.
- Candidates who cannot document their proficiency in English can apply to the English Preparation School at Yeditepe University.
- The time that you will spend at the Prep School is exempted from the maximum duration of the academic program.

- **Necessary documents for the application:**
 - A copy of the bachelor's diploma
 - A copy of the TOEFL exam result
 - Two academic recommendation letters
 - A letter of intention (in English)

- **The letter of intention should include the following:**
 - State which concentration area you are applying for,
 - State whether you are applying for the thesis or non-thesis program,
 - Briefly describe your academic and professional background,
 - Provide a statement of your long-term career goals,
 - Define your expectations regarding the skills and knowledge you hope to acquire with the master's program,
 - Briefly explain why you want to study in our master's program.

○ The application procedure:

- Candidates may apply by filling in the pre-registration application form and uploading the requested documents at <http://ebs.yeditepe.edu.tr/>
- Candidates should also send the required application documents to the program coordinator (ozlem.akkaya@yeditepe.edu.tr).
- Accepted candidates should assemble an enrollment file and submit it to the Graduate School Office of Admissions and the Registrar's Office (located in the Rectorate Building)
- Candidate should pay for the tuition fee and submit the bank receipt to the Financial Affairs Office to activate the registration.
- After the activation of registration, students should get a username and password from the Graduate School Office of Admissions and the Registrar for course enrollment purposes
- Students may enroll online at <http://obs.yeditepe.edu.tr/>

- **Notes about the application procedure:**

- Candidates can apply for the program until the beginning of the course registration period at the related semester at the latest.
- Candidates should communicate the program coordinator (ozlem.akkaya@yeditepe.edu.tr) for information about their admission status.

- **The maximum completion time:**

- Thesis programs: Courses (2 semesters) + Thesis Writing (4 semesters)
- Non-thesis programs: Courses (3 semesters)

- **The minimum graduation requirement:**

- Thesis programs: 7 courses (minimum grade: CC), 1 Seminar, and Thesis
- Non-thesis programs: 10 courses (minimum grade: CC), and 1 Graduation Project

| MEDIA AND COMMUNICATIONS MANAGEMENT (THESIS) | | | | | | |
|--|--|---|---|---|----|----|
| 1ST SEMESTER | | T | A | L | Y | E |
| CODE | COURSE NAME | | | | | |
| MCM 506 | Communication Theories and Research | 3 | 0 | 0 | 3 | 8 |
| MCM 502 | Media Analysis | 3 | 0 | 0 | 3 | 8 |
| COMM 560 | Communication Research and Scientific Ethics | 3 | 0 | 0 | 3 | 8 |
| Free Elective | All University Courses | | | | 3 | 8 |
| | TOTAL | | | | 12 | 32 |
| 2ND SEMESTER | | | | | | |
| 2ND SEMESTER | | T | A | L | Y | E |
| CODE | COURSE NAME | | | | | |
| MCM 508 | Communication Anthropology | 3 | 0 | 0 | 3 | 8 |
| MCM 512 | Media and Collective Memory | 3 | 0 | 0 | 3 | 8 |
| COMM 580 | Seminar in Communication Studies | 3 | 0 | 0 | 0 | 0 |
| Free Elective | All University Courses | | | | 3 | 8 |
| | TOTAL | | | | 9 | 24 |
| 3RD SEMESTER | | | | | | |
| 3RD SEMESTER | | T | A | L | Y | E |
| CODE | COURSE NAME | | | | | |
| MCM 599 | Thesis | 3 | 0 | 0 | 0 | 64 |
| | TOTAL | 0 | 0 | 0 | 0 | 64 |
| TOTAL YEDITEPE CREDITS: 21, TOTAL ECTS: 120 | | | | | | |

| MEDIA AND COMMUNICATION MANAGEMENT (NON-THESIS) | | | | | | |
|---|--|---|---|---|----|----|
| 1ST SEMESTER | | T | A | L | Y | E |
| CODE | DERSİN ADI | | | | | |
| MCM 506 | Communication Theories and Research | 3 | 0 | 0 | 3 | 8 |
| MCM 502 | Media Analysis | 3 | 0 | 0 | 3 | 8 |
| COMM 560 | Communication Research and Scientific Ethics | 3 | 0 | 0 | 3 | 8 |
| Free Elective | All University Courses | | | | 3 | 8 |
| TOTAL | | | | | 12 | 32 |
| 2ND SEMESTER | | T | A | L | Y | E |
| CODE | COURSE NAME | | | | | |
| MCM 508 | Communication Anthropology | 3 | 0 | 0 | 3 | 8 |
| MCM 512 | Media and Collective Memory | 3 | 0 | 0 | 3 | 8 |
| Free Elective | All University Courses | | | | 3 | 8 |
| TOTAL | | | | | 9 | 24 |
| 3RD SEMESTER | | T | A | L | Y | E |
| CODE | COURSE NAME | | | | | |
| Free Elective | All University Courses | | | | 3 | 8 |
| Free Elective | All University Courses | | | | 3 | 8 |
| Free Elective | All University Courses | | | | 3 | 8 |
| MCM 597 | Graduation Project | 3 | 0 | 0 | 0 | 10 |
| TOTAL | | | | | 9 | 34 |
| TOTAL YEDİTEPE CREDITS: 30, TOTAL ECTS: 90 | | | | | | |

| INTEGRATED MARKETING COMMUNICATIONS MANAGEMENT (THESIS) | | | | | | |
|---|---|---|---|---|----|----|
| 1ST SEMESTER | | T | A | L | Y | E |
| CODE | COURSE NAME | | | | | |
| IMC 511 | Integrated Marketing Communications | 3 | 0 | 0 | 3 | 8 |
| IMC 513 | Brand Management and Corporate Communications | 3 | 0 | 0 | 3 | 8 |
| COMM 560 | Communication Research and Scientific Ethics | 3 | 0 | 0 | 3 | 8 |
| Free Elective | All University Courses | | | | 3 | 8 |
| | TOTAL | | | | 12 | 32 |
| 2ND SEMESTER | | | | | | |
| | | T | A | L | Y | E |
| CODE | COURSE NAME | | | | | |
| IMC 563 | Digital Marketing Communications | 3 | 0 | 0 | 3 | 8 |
| IMC 512 | Media Planning and Procurement | 3 | 0 | 0 | 3 | 8 |
| COMM 580 | Seminar in Communication Studies | 3 | 0 | 0 | 0 | 0 |
| Free Elective | All University Courses | | | | 3 | 8 |
| | TOTAL | | | | 9 | 24 |
| 3RD SEMESTER | | | | | | |
| | | T | A | L | Y | E |
| CODE | COURSE NAME | | | | | |
| IMC 599 | Thesis | 0 | 0 | 0 | 0 | 64 |
| | TOTAL | 0 | 0 | 0 | 0 | 64 |
| TOTAL YEDITEPE CREDITS: 21, TOTAL ECTS: 120 | | | | | | |

| INTEGRATED MARKETING COMMUNICATIONS MANAGEMENT (NON-THESIS) | | | | | | |
|---|---|---|---|---|----|----|
| 1ST SEMESTER | | T | A | L | Y | E |
| CODE | COURSE NAME | | | | | |
| IMC 511 | Integrated Marketing Communications | 3 | 0 | 0 | 3 | 8 |
| IMC 513 | Brand Management and Corporate Communications | 3 | 0 | 0 | 3 | 8 |
| COMM 560 | Communication Research and Scientific Ethics | 3 | 0 | 0 | 3 | 8 |
| Free Elective | All University Courses | | | | 3 | 8 |
| TOTAL | | | | | 12 | 32 |
| 2ND SEMESTER | | | | | | |
| 2ND SEMESTER | | T | A | L | Y | E |
| CODE | COURSE NAME | | | | | |
| IMC 563 | Digital Marketing Communications | 3 | 0 | 0 | 3 | 8 |
| IMC 512 | Media Planning and Procurement | 3 | 0 | 0 | 3 | 8 |
| Free Elective | All University Courses | | | | 3 | 8 |
| TOTAL | | | | | 9 | 24 |
| 3RD SEMESTER | | | | | | |
| 3RD SEMESTER | | T | A | L | Y | E |
| CODE | COURSE NAME | | | | | |
| Free Elective | All University Courses | | | | 3 | 8 |
| Free Elective | All University Courses | | | | 3 | 8 |
| Free Elective | All University Courses | | | | 3 | 8 |
| IMC 572 | Graduation Project | 3 | 0 | 0 | 0 | 10 |
| TOTAL | | | | | 9 | 34 |
| TOTAL YEDITEPE CREDITS: 30, TOTAL ECTS: 90 | | | | | | |

○ Course Contents:

- MCM506 Communication Theories and Research: The course will relate the issues about communication and media with their sociological, political, economic, historical contexts. Students will be able to comprehend theories of the field and gain the ability to make evaluations and discuss the issues within the field critically

○ Course Contents:

- MCM502 Media Analysis: This course aims to provide you with critical skills for analyzing and understanding how meaning is generated in media texts and how it is related to the wider structures of power, such as ideology, class, nation, ethnicity, gender and so on. Throughout the lectures, students will be learning how to apply theories and concepts in Marxism, semiotics, post-structuralism, psychoanalysis, feminism, and postmodernism to interpret various media texts and genres

○ Course Contents:

- MCM508 Communication Anthropology: The course helps students analyze the relation between communication and culture in detail. They gain the ability to scrutinize the concepts of language, communication and culture from the perspective of symbolic and interpretative anthropology.
- MCM512 Media and Collective Memory: Students will gain skills for comprehending how media shapes collective memory and how it helps social collectivities to remember and to forget their past simultaneously

○ Course Contents:

- IMC511 Integrated Marketing Communications: The course introduces students to the field of integrated marketing communications and its role in the marketing mix. The emphasis is placed on understanding the role of advertising and other promotional tools in the IMC program of an organization to achieve effective marketing campaigns based on clear and strategic objectives, market segmentation and target marketing, within established time and cost limits.

○ Course Contents:

- IMC513 Brand Management and Corporate Communications: The aim of this course is to introduce students the concepts and practices of brand management and corporate communications. The course covers the following topics: the concept of brand, the history of branding, brand identity/personality, positioning, corporate communications, corporate identity and media relations.

○ Course Contents:

- IMC563 Digital Marketing Communications: The purpose of the course is to provide an understanding of digital marketing and e-business. The course covers topics like digital marketing literacy, the algorithm of search engines and social media channels, digital analysis-targeting-segmentation-measuring, content marketing, digital media ads, digital agency briefs, social media management, video marketing, and digital media campaign planning.
- IMC512 Media Planning and Procurement: Students will learn how to capture the target audience, understand the importance of the selection and the usage of media alternatives to achieve marketing and media goals, comprehend several essential concepts and make pre/post advertising campaign evaluations using many case-studies.

○ Course Contents:

- COMM560 Communication Research and Scientific Ethics: The course aims to teach the qualitative and quantitative research methods and techniques used in communication studies and to show how they are used in practice. It explains how to apply communication research methods and how to analyze and interpret the research data, by obeying the established ethical standards.
- COMM580 Seminar in Communication Studies (only thesis): It aims at helping students become specialized in manuscript submission and acquire the skills necessary for engaging more comprehensively with thesis writing.
- IMC572/MCM597 Graduation Project (only non-thesis): In the course, students make oral and textual presentations of their research projects they conduct in diverse fields of communication studies.

- **Our students can take elective courses from various programs, including:**
 - Visual Communication Design,
 - Arts Management,
 - Marketing Business Administration
 - Anthropology
 - Sociology
 - Political Science and International Relations
 - Human Resources Management
 - International Trade and Logistics Management
 - Electronic Trade and Technology Management etc.

○ Examples of theses submitted by our students:

- Pelinsu Altan (2019), Intercultural communication in the context of international migration
- Özge Küçük (2019), The socio-cultural communication patterns of e-sports
- Burcu Oğuz (2019), The framing of terrorism in print newspapers: The case of October 10 Ankara Attack
- Dilşah Çetindağ (2019), The effect of celebrity usage as the face of a brand on consumer behavior
- Günsu Servan Çakmak (2019), Crisis preparedness in educational institutions in Turkey: perception of crisis management in private schools
- Cemal İve (2019), Is social media the new mainstream? / Rise of alternative media channels in the light of 2019 Turkish local elections

○ Examples of theses submitted by our students:

- Cangül Akar (2019), The impact of the digital transformation on the human resources process
- Beren Sekin (2019), Brand equity and the use of social media: A study on brands in the banking system
- Deniz Gönç (2019), The impact of call centers on recognition and representation of corporate identities: A research on Call Centers Association
- Gülçin Akar (2019), Gender discourse in Wattpad as a youth subculture
- Tuğba İkbâl Soğukpınar (2019), Representation of identity simulations through consumption posts on Instagram
- Can Durmaz (2019), A case of embedded marketing on the air: The placement of Oğuz Atay's novels in the TV series Poyraz Karayel and its impact on the youth's attitudes on literature

○ Examples of theses submitted by our students:

- Atakan Ürer (2018), Gender differences on online consumer behavior in Turkey
- Zeynep Çetin (2018), The effect of word of mouth marketing on consumer buying decisions: a practice aimed at the students of Yeditepe University
- Cansu Mayadağlı (2018), The role of brand personality on consumer based brand equity: A research on automobile brands in Turkey
- Burcu Şahin (2017), The relationship between reality and hyperreality in TV adaptations regarding popular culture: A case study of Big Brother TV program in Turkey

○ Thesis Writing Process:

- Students who complete the courses in the first two semesters of the thesis program should communicate the scholar they want to have their thesis supervised by before the course registration period of the next semester.
- Then, they fill in the «Thesis Application Form» available at the Institute's web site and submit it for the approval of the Department Chair.
- If the student has his/her thesis application approved, s/he gets enrolled for the thesis course.
- The student has to complete his/her thesis in maximum four semesters.

○ Thesis Writing Process:

- The completed thesis is checked by Turnitin against plagiarism.
- If it successfully passes this check, a thesis committee composed of three scholars, two from Yeditepe University and one from another university, is formed.
- The format of the thesis is checked by Yeditepe Academic Writing Center.
- If the student is found successful in his/her defense against the committee, s/he is entitled to earn a master's degree.
- The student should submit three copies of his/her thesis in maximum one month after the defense.
- If the student fails in his/her first defense, the committee members may agree to give him/her extra time for completing his/her studies, which cannot exceed three months.
- If the student fails in his/her defense twice, s/he is deregistered from the program.

- **The right to freeze the registration:**
 - Thesis program: maximum two semesters
 - Non-thesis program: maximum one semester

- **Transfer between thesis/non-thesis programs:**
 - The students should display success in the classes that they enrolled for and submit a petition of request to of the Department Chair by the end of the second semester at the latest.

○ **Course substitution:**

- Students can substitute the courses that they have taken before from another master's program for the ones they are going to take from our program, if approved by the Department Chair.
- The related courses should be taken in the last five years from a master's program whose language of instruction is English, and its contents should match those in our curriculum.

- **Tuition Fee:**

- For the academic year 2019-2020 (8% value added tax not included):
- Thesis: 7,000 \$
- Non-thesis: 7,000\$

○ Administrative Staff:

- Department Chair: Assoc. Prof. Dr. Pelin Hürmeriç (perguven@yeditepe.edu.tr)
- Master's Program Coordinator: Assist. Prof. Dr. Özlem Akkaya (ozlem.akkaya@yeditepe.edu.tr)
- Secretary: Ayşe Uğur (asipal@yeditepe.edu.tr)

○ **Full time faculty:**

- Prof. Dr. Mahmut Oktay (BA: Marmara, MA: Boğaziçi, PhD: İstanbul)
- Assoc. Prof. Dr. Pelin Hürmeriç (BA: Marmara; MA: Yeditepe; PhD: Marmara)
- Assoc. Prof. Dr. Kaan Taşbaşı (BA: Marmara, MA: Marmara, PhD: Marmara)
- Assist. Prof. Dr. Gülşah Aydın (BA: Yeditepe, MA: Yeditepe, PhD: Marmara)
- Assist. Prof. Dr. Özlem Akkaya (BA: Boğaziçi, MA: Boğaziçi, PhD: Boğaziçi)
- Assist. Prof. Dr. Gözde Dalan Polat (BA: Yeditepe, MA: Yeditepe, PhD: Yeditepe)
- Assist. Prof. Dr. Nazlı Çetin Gündoğdu (BA: Yeditepe, MA: Yeditepe, PhD: İstanbul)

- **Part-time instructors who have taught in our program:**
 - Assoc. Prof. Dr. Bilgen Başal (Koç University)
 - Assist. Prof. Dr. Duygu Aydın Aslaner (İstanbul Kent University)
 - Dr. Sertaç Doğanay (Social Touch Agency Chair)
 - Yakup Barouh (İlancılık Advertising Agency Chair)
 - Faruk Bil (Kangaroo Communication Agency Co-founder)
 - Sinan Köksal (Turkuvaz Media Brand and Marketing Group Head)
 - Pınar Güzey (Quick Insurance Deputy General Manager)
 - Nazlı Reyhan Ertür (İstek Schools Customer Relations Coordinator)

- **Our web sites:**

- Media and Communications Management Concentration Area:
<https://sbe.yeditepe.edu.tr/en/masters-program-media-and-communication-management>
- Integrated Marketing Communications Management Concentration Area:
<https://sbe.yeditepe.edu.tr/en/integrated-marketing-communications-management>

- **MCM in Social Media:**

- Facebook: Yeditepe MCM
- Instagram: yeditepemcm
- Twitter: @MCMyeditepe

Yeditepe University
THANK YOU!



Yeditepeuniversitesi



YeditepeUni



Yeditepeuniversitesi



Yeditepe Üniversitesi