

PROGRAMME INFORMATION PACKET

1. Information

Goals : The goal of Public Relations and Publicity programme is to educate communication specialists competent to manage information and communications both nationally and internationally. It is our aim to cultivate our students' analytical thinking skills, creativity and problem solving abilities. We aim to foster self confidence, ethical awareness, individual and social responsibilities in our students as we prepare them as world class citizens.

Objectives : The objective of Public Relations and Publicity Master's Degree is to be a nationally and internationally well known programme with its projects and education in public relations field.

2. Program Learning Outcomes

Theoretical, Factual

- To gain the ability of studying interdisciplinary and to adopt theory, method and practices used in the other area to relevant discipline.
- To gain ability in data collection, literature review and analyzing in public relations and publicity field.

Cognitive, Practical

- To acquire ability to get across with national and international academic environments related with the area of specialization
- To become skilled in method knowledge and skills related with scientific research process
- To gain ability in data collection, literature review and analyzing in public relations and publicity discipline

- To be experienced to contribute in scientific studies in the institutional and methodological context
- To gain adequacy to make critical evaluation and synthesis
- To conduct adequate research on the thesis topic

Competencies

- To gain ability in data collection, literature review and analyzing in public relations and publicity discipline
- To conduct behavior and ethical sensitivity in conformity with academic life.

Learning Competence

- To comprehend as a whole the importance and meaning of public relations and publicity
- To have ability to study interdisciplinary and to adopt theory, method and practices used in the other area to relevant discipline
- To be open minded for renewal and new ideas and to obtain ability to suggest new ideas.
- To become skilled in method, knowledge and skills related with scientific research process

Communication and Social Competence

- To be open minded for renewal and new ideas and to obtain ability to suggest new ideas.
- To acquire ability to get across with national and international academic environments related with the area of specialization

Field-based Competence

- To gain adequacy to make critical evaluation and synthesis

- To comprehend as a whole the importance and meaning of public relations and publicity
- To become skilled in method, knowledge and skills related with scientific research process
- To be experienced to contribute at least one area in scientific studies in the institutional and methodological context

3. Level of Qualification

Upon successful completion of coursework (56 ECTS) and research in order to write and defend a thesis (60 ECTS), graduates of this program are awarded with a master's degree in Public Relations and Publicity (116 ECTS).

Upon successful completion of coursework (80 ECTS) and in order to complete graduation project (0 ECTS), graduates of this program are awarded with a master's degree in Integrated Marketing Communication without thesis.

4. Admission Requirements

Students, willing to enroll in this graduate programme, must comply the legal and academic requirements according to the process established by YÖK (Higher Education Council) regulations. The detail information about the application and access requirements are released before academic year starts on Social Sciences Institute web site (www.sbe.yeditepe.edu.tr).

5. Occupational Profiles

Our associates conduct research on public perception, attitudes and expectations in public relations, which is one of the main fields of communication sciences according to their results they are planning the activities and they are practicing the activities. It pioneers the creation and management of institutional identity and institutional image by improving internal communication. Students who graduate from this program manage media relations for institutional reputation; sponsorship and social responsibility projects. Utilizing the

communication technology provided, they promote corporate presence, virtual presence and social media applications.

In today's world, there is a growing need for people who can think critically and creatively, work in teams, develop strategies for ordinary and extraordinary situations, have face-to-face communication skills, and use communication technologies effectively. In this context, our department is acting with the mission of educating individuals who can solve problems by analyzing them, be productive, creative, confident, respectful to their environment and aware of their social responsibilities.

6. Graduation Requirements

In order to graduate from the programme, students has to complete 116 ECTS for degree with thesis and 80 ECTS for degree without thesis.

For the programme with thesis, upon successful completion of coursework, the thesis should be submitted in a subject to be determined under the supervision of the advisor. In addition to this, the accepted thesis should be presented in front of the jury.

For the programme without thesis, upon successful completion of coursework, graduation project should be submitted.

7. Contact Information

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8. Teaching & Learning Methods

Teaching and learning methods and strategies are chosen to improve the student's skills such as self learning, life-long learning, observation, teaching others, presentation, critical thinking,

teamworking and IT. Also, to achieve a better learning with students having different learning styles, the program is supported by convenient methodologies given below

Teaching and Learning Methods	Major Learning Activities	Tools
Lecture	Listening and interpretation	Classware, multimedia, data projector, computer, overhead projector
Lecture with Discussion	Listening and interpretation, Observation/manipulation situations, critical thinking, question posing	Classware, multimedia, data projector, computer, overhead projector
Brainstorming	Observation/manipulation situations, critical thinking, question posing, creative teamwork	
Small Group Discussion	Listening and interpretation, Observation/manipulation situations, critical thinking, question posing	Classware, Multimedia, data projector, computer, overhead projector
Simulation	Observation/manipulation situations, IT Skills	Tools that allow observation followed by virtual application
Seminars	Research skills, writing, reading, IT Skills, Listening and interpretation, Observation/manipulation situations, organizational skills	Classware, multimedia, data projector, computer, overhead projector, specific hardware
Group work	Research skills, writing, reading, IT Skills, critical thinking, question posing, organizational skills, teamwork	Web directories, database, e-mail, online discussion, web-based discussion forums
Fieldwork	Observation/manipulation situations, Research skills, writing, reading	
Homework	Research skills, writing, reading, IT Skills	Web directories, database, e-mail
Presentation	Research skills, manipulation situations, question posing, interpretation, presentation	

Panel of Experts	Listening and interpretation, Observation/manipulation situations	Classware, multimedia, data projector, computer, overhead projector, specific hardware
Guest Speaker	Listening and interpretation, Observation/manipulation situations	Classware, multimedia, data projector, computer, overhead projector, specific hardware
Student Club Activities / Projects	Observation/manipulation situations, critical thinking, question posing, creative team work, Research skills, organizational skills, writing, reading, specific predetermined skill	

COURSE STRUCTURE-ECTS CREDITS

(Thesis Programme)

THESIS PROGRAMME						
I. YEAR						
FALL						
CODE	NAME	T	U	L	Y	E
PRP 501	ADVANCED COMMUNICATION THEORIES	3	0	0	3	8
PRP 502	PUBLIC RELATIONS HISTORY, THEORY AND PRATIC	3	0	0	3	8
COMM 560	COMMUNICATION RESEARCH AND SCIENTIFIC ETHIC	3	0	0	3	8
	AREA ELECTIVE	3	0	0	3	8
SPRING						
PRP 528	NEW APPROACHES IN PUBLIC RELATIONS	3	0	0	3	8
PRP 508	CORPORATE COMMUNICATION	3	0	0	3	8
COMM 580	SEMINAR IN COMMUNICATION STUDIES	3	0	0	0	8
	AREA ELECTIVE	3	0	0	0	0
TOTAL ECTS						56
II. YIL						

PRP 599	THESIS	3	0	0	0	60
						ECTS 60
						TOTAL ECTS 116
						TOTAL CREDIT 21

COURSE STRUCTURE-ECTS CREDITS

(Non Thesis Programme)

NON THESIS PROGRAMME						
I.TERM						
CODE	NAME	T	U	L	Y	E
PRP 501	ADVANCED COMMUNICATION THEORIES	3	0	0	3	8
PRP 502	PUBLIC RELATIONS HISTORY, THEORY AND PRATIC	3	0	0	3	8
	AREA ELECTIVE	3	0	0	3	8
	AREA ELECTIVE	3	0	0	3	8
II.TERM						
PRP 528	NEW APPROACHES IN PUBLIC RELATIONS	3	0	0	3	8
PRP 508	CORPORATE COMMUNICATION	3	0	0	3	8
	AREA ELECTIVE	3	0	0	0	8
2. YEAR						

ADVANCED COMMUNICATION THEORIES	5	5	5	5	5	3	5	3	5	5
PUBLIC RELATIONS HISTORY, THEORY AND PRATIC	5	5	5	5	5	3	5	3	5	5
CORPORATE COMMUNICATION	5	5	5	5	5	3	5	3	5	5
NEW APPROACHES IN PUBLIC RELATIONS	5	5	5	5	5	4	5	4	5	5
COMMUNICATION RESEARCH AND SCIENTIFIC ETHIC	5	5	5	5	5	3	5	3	5	5
SEMINAR IN COMMUNICATION STUDIES	5	5	5	5	5	3	5	3	5	5
GRADUATION PROJECT	5	5	5	5	5	5	5	3	5	5
THESIS	5	5	5	5	5	5	5	5	5	5

COURSE CATEGORIES

CODE	NAME	ECTS
Basic Occupational Courses		
COMM 560	COMMUNICATION STUDIES AND SCIENTIFIC ETHIC	8
COMM 580	SEMINAR IN COMMUNICATION STUDIES	0
PRP 590	GRADUATION PROJECTS	0
PRP 599	THESIS	
Expertise/Field Courses		

PRP 501	ADVANCED COMMUNICATION THEORIES	8
PRP 502	PUBLIC RELATIONS HISTORY, THEORY AND PRATIC	8
PRP 508	CORPORATE COMMUNICATION	8
PRP 528	NEW APPROACHES IN PUBLIC RELATIONS	8
TOTAL		116