

NEAR EAST UNIVERSITY

FACULTY OF COMMUNICATION

**BSc PROGRAM in PUBLIC RELATIONS AND
ADVERTISING**

COURSE CATALOGUE

2021-22 FALL

➤ **QUALIFICATION AWARDED**

The students who successfully complete the program are awarded the degree of Bachelor of Science in Public Relations and Advertising.

➤ **LEVEL OF QUALIFICATION**

This is a First Cycle (Bachelor's Degree) program

➤ **SPECIFIC ADMISSION REQUIREMENTS**

In the framework of the regulations set by Higher Education Council of Turkey (YÖK), student admission for this undergraduate program is made through a university entrance examination called ÖSYS. Following the submission of students' academic program preferences, Student Selection and Placement Center (ÖSYM) places the students to the relevant program according to the score they get from ÖSYS.

International students are accepted to this undergraduate program according to the score of one of the international exams they take such as SAT, ACT and so on, or according to their high school diploma score.

Exchange student admission is made according to the requirements determined by bilateral agreements signed by NEU and the partner university.

Visiting students can enroll for the courses offered in this program upon the confirmation of the related academic unit. Additionally, they need to prove their English language level since the medium of instruction of the program is English.

➤ **QUALIFICATION REQUIREMENTS AND REGULATIONS**

The students studying in this undergraduate program are required to have a Cumulative Grade Points Average (Cum. GPA) of not less than 2.00/4.00 and have completed all the courses with at least a letter grade of DD/S in the program in order to graduate. The minimum number of ECTS credits required for graduation is 240. It is also mandatory for the students to complete their compulsory internship in a specified duration and quality.

➤ **RECOGNITION OF PRIOR LEARNING**

At Near East University, full-time students can be exempted from some courses within the framework of the related bylaws. If the content of the course previously taken in another institution is equivalent to the course offered at NEU, then the student can be exempted from this course with the approval of the related faculty/graduate school after the evaluation of the course content.

➤ **PROFILE OF THE PROGRAM**

The Department of Public Relations and Advertising, besides being an academic field of study, also has components related to professional life. The aim of the Department of Public Relations and Advertising is to train Professional-oriented Public Relations and Advertising professionals who are aware of their responsibilities towards the institution and society of the future, and who have ethical values. Our curriculum includes courses such as new media and digital applications, as well as practical courses such as planning and implementation in public relations, corporate communication, research methods in public relations, advertising and the implementation of promotion and promotion strategies. In addition to these, there are

theoretical courses such as political science, law, economics, sociology, psychology, ethics and cultural studies aimed at improving the perspectives and qualifications of future Public Relations professionals. In the light of all these, it is aimed to train professionals who have the necessary theoretical and practical knowledge and skills in the field of public relations and promotion, who can follow the developments in the relevant fields, who can catch up with the changes and developments in today's technological field and include them in applications.

➤ **PROGRAM OUTCOMES**

Program Outcomes	
1	To be able to use the concepts of Public Relations correctly and effectively.
2	To be able to identify and discuss the methods of scientific knowledge production.
3	Develops and implements appropriate communication strategies, methods and techniques, and develops the solution for a problem, taking into account the communication characteristics, needs, differences and problems of individuals, groups or institutions.
4	To be able to evaluate the applicability of the conceptual framework of communication and public relations.
5	To be able to use measurement and evaluation tools and methods in public relations and advertisement field.
6	Being competent in accessing, sharing and producing academic knowledge.
7	Takes responsibility in individual as well as group works and completes the task in an effective way.
8	To have knowledge about creativity and critical thinking on public relations issues.
9	Planning and realizing professional projects and activities for the social environment in which they live with the awareness of social responsibility.
10	Acts according to human rights, social, scientific and professional ethical values
11	Understanding the current situation and being innovator in the whole world and societies
12	Can use Turkish language accurately and grammatically, and can speak a second foreign language effectively with moderate fluency.
13	Recognizing the necessity of lifetime education; to access information, to be aware of developments in science and technology; To be able to relate the information acquired throughout the history of humanity with the field of communication and public relations.

➤ **COURSE & PROGRAM OUTCOMES MATRIX**

		Program Outcomes												
Course Code	Course Name	1	2	3	4	5	6	7	8	9	10	11	12	13
1st Year - 1st Semester														
CMN 101	Introduction to Communication	3	-	4	4	-	-	-	-	-	-	-	-	3
HIST 103	History of Civilization	-	-	-	-	-	-	-	-	-	4	4	-	4
AIT 103	Principles of Ataturk	-	-	-	-	-	-	-	-	-	4	-	-	-
ENG 101	English I	-	-	-	-	-	-	-	-	-	4	-	-	-
EAS 101	Principles of Economy	-	-	-	-	-	3	-	-	-	-	3	-	-
YIT 101	Turkish for Foreigners I	-	-	-	-	-	-	-	-	-	4	-	-	-
ILW 117	Introduction to Law	-	-	-	-	-	-	-	-	-	4	3	-	-
COM 101	Information Technologies I	-	-	-	-	-	-	-	-	-	-	4	-	5
CAM 100	Campus Orientation	-	-	4	-	-	-	-	-	-	-	-	-	-
1st Year - 2nd Semester														
CMN 108	History of Communication	-	-	5	4	-	-	-	-	-	-	3	-	-
CMN 122	Sociology	-	-	-	-	-	-	-	-	4	-	3	-	-
YIT 102	Turkish Language II	-	-	-	-	-	-	-	-	-	-	-	4	-
ENG 102	English II	-	-	-	-	-	-	-	-	-	-	-	4	-
AIT 104	Principles of Ataturk II	-	-	-	-	-	-	-	-	-	4	-	-	-
PRA 201	Introduction to Public Relations and Advertising	4	4	-	4	5	-	-	-	-	-	-	-	-
CAR 100	Carrier Planning	-	-	4	-	-	-	-	-	-	-	3	-	-
CHC 100	Cyprus: History and Culture	-	-	-	-	-	-	-	-	-	4	-	-	-
2nd Year - 1st Semester														
EAS 110	Political Science	-	-	-	-	-	-	-	-	-	4	4	-	-
CMN 217	Communication Theories	-	5	-	-	-	-	-	-	-	-	-	-	-
CMN 203+ GCE 241	Communication Workshop	-	-	5	-	-	-	5	-	5	-	-	-	-
SPY 201	Social Psychology	-	-	4	-	-	-	-	-	-	4	-	-	-
FLM 310	Introduction to Radio& TV	-	-	-	4	-	-	-	-	-	-	-	-	4
FLM 102	Cinema History	-	-	-	-	-	-	-	-	-	-	-	-	4
2nd Year - 2nd Semester														
CMN 202+GCE414	Communication Sociology	-	-	4	-	-	-	4	-	4	-	-	-	-
PRA 422	Corporate Communication	-	5	-	-	5	-	-	-	4	-	5	-	-
PRA 202	Introduction to Business	-	-	-	-	-	3	-	-	-	-	4	-	-

GCE 278																				
PRA 439+ GCE 276	New Media for Marketing	-	-	-	-	-	-	-	-	-	-	4	4	-	5					
CMN 100+GCE418	New Media Journalism	-	-	-	-	-	-	-	-	-	4	3	-	5						

* **1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest**

➤ **OCCUPATIONAL PROFILES OF GRADUATES**

Graduates of the Public Relations and Advertising program can work in all kinds of institutions, media organizations, advertising and public relations agencies; can be a part of the management process. They can work in institutions and agencies such as communication coordinator, corporate communication director, advertising manager staff. Graduates of the department can also manage corporate communication units in the public and private sectors, and work in public relations and advertising agencies.

➤ **ACCESS TO FURTHER STUDIES**

The students graduating from this program may apply to graduate programs.

➤ **PROGRAM STRUCTURE**

The undergraduate program in Public Relations and Advertising consists of 53 courses with 240 ECTS credits in total.

There are at least 5 courses in each semester, excluding common compulsory courses and elective courses.

In each program, there are common compulsory courses identified by the Higher Education Council of Turkey (YÖK) and other common courses determined by the University Senate.

Beginning from the junior (second) year, elective courses are anticipated in each semester.

There are at least 12 elective courses in each undergraduate program.

COURSES OFFERED THROUGHOUT THE UNIVERSITY		
Common University Courses	Campus Orientation	The students are registered to this course at the beginning of the first semester of the freshman year to familiarize them with the campus life at NEU.
	Career Planning	The students are registered to this course at the beginning of their second semester of the freshman year to help them prepare for work life after graduation.
	Cyprus History and Culture	This course is taken by students in their freshmen year and it aims to help them to familiarize them with the local history and culture.
	Turkish Language I-II (Turkish for Foreigners I & II to replace this course for international students)	These are the compulsory courses which are required to be offered in all of the associate and undergraduate programs in

Common Compulsory Courses (YÖK Courses)	Principles of Atatürk and History of Revolution I-II	Turkey according to the Higher Education Legislation.
	Information Technologies	This course is anticipated in all the associate and undergraduate programs in Turkey in order to make the students gain the qualifications related to basic information technologies.
	Foreign Language (ENGLISH) I & II	This course is offered in the first and second semester and conducted according to the program curriculum of each faculty.

➤ **Course Structure Diagram with Credits**

To see the course details (such as objectives, learning outcomes, content, assessment and ECTS workload), click the relevant Course Code given in the table below.

1 st Year Fall Semester						
Course Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
CMN 101		Introduction to Communication	3	0	3	4
HIST 103		History of Civilization	3	0	3	4
AIT 103		Principles of Atatürk	2	0	2	2
ENG 101		English I	3	0	3	3
EAS 101		Principles of Economy	3	0	3	5
YIT 101		Turkish for Foreigners I	2	0	2	2
ILW 117		Introduction to Law	3	0	3	4
COM 101		Information Technologies I	2	2	3	4
CAM 100		Campus Orientation	0	0	0	2
Total						30

1 st Year Spring Semester						
Course Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
CMN 108		History of Communication	3	0	3	7
CMN 122		Sociology	3	0	3	6
YIT 102		Turkish Language II	2	0	2	2
ENG 102		English II	3	0	3	3
AIT 104		Principles of Atatürk II	2	0	2	2
PRA 201		Introduction to Public Relations and Advertising	3	0	3	6
CAR 100		Carrier Planning	0	0	0	2

CHC 100		Cyprus: History and Culture	2	0	2	2
Total						30

2 nd Year Fall Semester						
Course Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
EAS 110		Political Science	3	0	3	5
CMN 217		Communication Theories	3	0	3	5
CMN 203+ GCE 241		Communication Workshop	3	0	3	5
SPY 201		Social Psychology	3	0	3	5
FLM 310		Introduction to Radio& TV	3	0	3	5
FLM 102		Cinema History	3	0	3	5
Total						30

2 nd Year Spring Semester						
Course Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
CMN 202+GCE414		Communication Sociology	3	0	3	5
PRA 422		Corporate Communication	3	0	3	5
PRA 202		Introduction to Business	3	0	3	5
PRA313		Graphic Design	3	0	3	5
JRN324+GCE176		New Media Studies	3	0	3	5
CMN 212		Politics of Mass Media	3	0	3	5
Total						30

3 rd Year Fall Semester						
Course Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
CMN 303		Research Methods & Techniques in Social Science	3	0	3	4
CMN 310		Law of Communication	3	0	3	4
PRA 309		Design of Advertisement	2	2	3	5
PRA 301+GCE 283		Principles of Marketing	3	0	3	6
PRA 399+GCE 326		Corporate Social Responsibility	3	0	3	6

PRA 439+GCE 385		Persuasion in Public Relations	3	0	3	5
Total						30

3 rd Year Spring Semester						
Course Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
CMN 311		Public Opinion Research	3	0	3	5
PRA 302+GCE 423		Marketing Research	3	0	3	5
PRA 332		Applications of Advertisement	2	2	3	5
PRA 397+GCE 280		Research Methods in Public Relations	3	0	3	5
FLM 326		Visual Culture	3	0	3	5
PRA 398+GCE 274		Consumer Behaviour	3	0	3	5
Total						30

4 th Year Fall Semester						
Course Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
CMN 413		Media Ethics	3	0	3	5
CMN 431		Political Communication	3	0	3	5
PRA 403+GCE 446		Public Relations and Advertising Agency Management	3	0	3	5
PRA 433+GCE239		Planning and Practising in Public Relations	2	2	3	5
PRA 407+GCE189		Digital Public Relations	3	0	3	5
PRA 437+GCE 387		Human Resources Management in Public Relations	3	0	3	5
Total						30

4 th Year Spring Semester						
Course Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
CMN 444		Communication and Modernity	3	0	3	5
PRA 414+		Publicity and Promotion Strategies	3	0	3	5

GCE 424						
PRA 440		Departmental Project	2	2	3	5
PRA 437+ GCE 278		Press and Media Relations for Public Relations	3	0	3	5
PRA 439+ GCE 276		New Media for Marketing	3	0	3	5
CMN 100+GCE413		New Media Journalism	3	0	3	5
Total						30

Elective Courses						
Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
FLM 310		Introduction to Radio& TV	3	0	3	5
FLM 102		Cinema History	3	0	3	5
PRA 439+GCE 385		Persuasion in Public Relations	3	0	3	5
PRA 407+GCE189		Digital Public Relations	3	0	3	5
PRA 437+GCE 387		Human Resources Management in Public Relations	3	0	3	5
CHC 100		Cyprus: History and Culture	2	0	2	2
JRN324+GCE176		New Media Studies	3	0	3	5
CMN 212		Politics of Mass Media	3	0	3	5
PRA 397+GCE280		Research Methods in Public Relations				
FLM 326		Visual Culture	3	0	3	5
PRA 398+GCE 274		Consumer Behaviour	3	0	3	5
PRA 437+GCE278		Press and Media Relations for Public Relations	3	0	3	5
PRA 439+GCE276		New Media for Marketing	3	0	3	5
CMN 100+GCE413		New Media Journalism	3	0	3	5

Non-Technical (Non Field-Related) Elective Courses ??						
Code	Pre.	Course Name	Theory	Application/Laboratory	Local Credits	ECTS

CHC 100	-	Cyprus: History and Culture	2	0	2	2
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Additional Notes

A total of 240 ECTS credits of courses are required to graduate.

If you need support for these courses due to your disability, please refer to Disability Support Unit. Contact; engelsiz@neu.edu.tr

Exam Regulations & Assessment & Grading

Exam Regulations and, Assessment, and Grading

For each course taken at NEU, the student is given one of the letter grades below by the instructor as the semester course grade. Each grade has also its ECTS grade equivalent

The table below provides the detailed information about the local letter grades, coefficients and ECTS grade equivalents.

SCORE	GRADE	COEFFICIENT	ECTS Grade
90-100	AA	4.0	A
85-89	BA	3.5	B*
80-84	BB	3.0	B*
75-79	CB	2.5	C*
70-74	CC	2.0	C*
60-69	DC	1.5	D
50-59	DD	1.0	E
49 and below	FF	0.0	F

*for these ones, the higher grade is applied

In order to be successful in a course, short cycle (associate degree) and first cycle (bachelor's degree) students have to get a grade of at least DD, second cycle (master's degree) students have to get a grade of at least CC, and third cycle (Ph.D.) students have to get a grade of at least CB to pass a course. For courses which are not included in the cumulative GPA, students need to get a grade of S.

Apart from that, each local grade has its equivalent ECTS grade which makes it easier to transfer the grades of mobility periods of students. The chart above shows the ECTS grading system at NEU.

Also, among the Letter Grades;

I	Incomplete
S	Satisfactory Completion
U	Unsatisfactory
P	Successful Progress
NP	Not Successful Progress
EX	Exempt
NI	Not included
W	Withdrawal
NA	Non-Attendance

Grade of I (Incomplete), is given to students who are not able to meet all the course requirements at the end of the semester or summer school due to a valid justification accepted by the instructor. Students who receive a letter grade “I” must complete their missing course requirements and receive a letter grade within one week following the date the end of semester grades or summer school grades submitted. However, in the event of special cases, this period can be extended until two weeks before the beginning of registration for the next semester, upon the recommendation of the respective Graduate School department head and the decision of that academic unit’s administrative board. Otherwise, grade of “I” will automatically become grade of FF, or grade of U.

Grade of S (Satisfactory) is given to students who are successful in non-credited courses.

Grade of U (Unsatisfactory) is given to students who are unsuccessful in non-credited courses.

Grade of P (Successful Progress) is given to students, who continue to the courses that are not included in the GPA that has a period exceeding one semester, and regularly performs the academic studies for the respective semester.

Grade of NP (Not Successful Progress) is given to students, who do not regularly perform the academic studies for the respective semester for courses that are not included in the GPA and have a period exceeding one semester.

Grade of EX (Exempt), is given to students who are exempt from some of the courses in the curriculum.

Grade of NI (Not included) is issued to identify the courses taken by the student in the program or programs which are not included in the GPA of the student. This grade is reported in the students’ transcripts with the respective letter grade. Such courses are not counted as the courses in the program that the student is registered to.

Grade of W (Withdrawal) is used for the courses that the student withdraws from in the first ten weeks of the semester following the add/drop period, upon the recommendation of his/ her advisor and the permission of the instructor that teaches the course. A student is not allowed to withdraw from courses

during the first two semesters of his/ her associate/undergraduate degree program and from those courses he/she has to repeat and received grade “W” before, which are not included in the grade average. A student is allowed to withdraw from two courses at the most during his/ her associate degree study, and four courses during his/her undergraduate study upon the recommendation of the advisor and the permission of the instructor that teaches the course. A student has to take the course that he/she withdrew from, the first semester in which it is offered.

Grade “NA” (Non-Attendance) is issued by the instructor for students who fail to fulfil the attendance and/or requirements of the course and/or who lose their right to take the end of semester exam because they failed to take any of the exams administered throughout the semester. Grade “NA” is not considered in the average calculations.

Both the ECTS grades and the local grades of the students are displayed on the official transcript of the students.

➤ **GRADUATION REQUIREMENTS**

In order to graduate from this undergraduate program, the students are required;

to succeed in all of the courses listed in the curriculum of the program by getting the grade of at least DD/S with a minimum of 240 ECTS

to have a Cumulative Grade Point Average (CGPA) of 2.00 out of 4.00

to complete their compulsory internship in a specified duration and quality.

➤ **MODE OF STUDY**

This is a full time program.

➤ **PROGRAM DIRECTOR (OR EQUIVALENT)**

Assoc. Prof. Dr. Sevilay Ulaş, Head of Department, Faculty of Communication, Near East University

➤ **EVALUATION QUESTIONNAIRES**

Evaluation Survey

Graduation Survey

Satisfaction Survey