Public Relation and Advertising Program Catalogue 2025-2026

Faculty of Communication

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1.1. ESTABLISHMENT OF THE FACULTY

A) History of the Faculty and Academic Processes

The Near East University Faculty of Communication was established in 1997 with the aim of training qualified individuals in the field of communication. From the moment of its foundation, the faculty has aimed to ensure the development of communication sciences in accordance with contemporary requirements and has carried out its educational activities in this direction.

Within the faculty, there are departments of Journalism; Radio, Television and Cinema; Public Relations and Advertising; Visual Communication and Design; Film Production and Broadcasting; and New Media Communication. The language of instruction is conducted in both Turkish and English; students can receive education at undergraduate, graduate, and doctoral levels.

The faculty continuously updates its academic curriculum by closely following innovations in communication technologies and adopts a learning model that integrates theoretical knowledge with practical training.

B) Educational Policy and Academic Objectives

The educational policy of the Near East University Faculty of Communication is aimed at ensuring that students gain critical thinking, creative production, and ethical responsibility awareness based on contemporary communication principles. The faculty adopts an

interdisciplinary approach and provides comprehensive education in media, communication technologies, and cultural studies.

Among the academic objectives are developing competencies in accordance with sectoral requirements, increasing research and innovation capacity, and enabling students to take an active role in global communication networks. The faculty's academic staff conducts projects that contribute to the media sector in addition to their academic research and encourages students to actively participate in research and development activities.

C) Physical and Academic Infrastructure

The Faculty of Communication is equipped with advanced physical and technological facilities that allow students to transform theoretical knowledge into practice. The faculty building includes radio and television studios, editing and sound laboratories, photography workshops, and digital media production centers.

Students receive practical training in these environments where they can experience all stages of media production processes. Additionally, internship opportunities are provided in national and international media organizations, allowing students to gain sectoral experience and develop professional communication skills.

D) Accreditation and Quality Policy

The Near East University Faculty of Communication bases its educational processes on international quality standards and operates with a continuous improvement approach. The faculty is included in systematic evaluation processes carried out under the supervision of the Near East University Quality Assurance and Accreditation Board.

Educational programs are updated in accordance with the principles of the Higher Education Quality Council (YÖKAK) and FEDEK standards. The faculty also regularly measures quality indicators such as student satisfaction, academic success rates, and graduate tracking systems.

Students are provided with special health insurance benefits through the collaboration between the university and the Near East Hospital (NEH), and detailed information is offered regarding

access to healthcare services. With its quality management approach, the faculty aims for sustainable excellence in education.

1.2. MISSION, VISION AND CORE VALUES OF THE FACULTY

A) Mission

The mission of the Near East University Faculty of Communication is to educate individuals who meet the requirements of the era in the field of communication sciences, adhere to ethical values, and possess a strong sense of social responsibility. The faculty aims to train creative, critical-thinking professionals who can effectively use communication technologies by providing a comprehensive education that combines theoretical knowledge with practice.

In this direction, the faculty supports students in gaining competence in their fields and aims for its graduates to develop effective communication strategies on both local and global scales.

B) Vision

The vision of the Near East University Faculty of Communication is to become a pioneering, innovative, and prestigious faculty at regional and international levels in communication education. The faculty aims to build an academic structure that values excellence in research, education, and practice, adds value to society, considers cultural diversity, and adopts a sustainable communication approach.

In the long term, the goal is to reach a position that makes a difference both academically and sectorally by training professionals who closely follow developments in communication technologies and adhere to media ethics and social responsibility principles.

C) Core Values

The core values adopted by the Near East University Faculty of Communication in its educational and research activities are as follows:

• **Ethical Responsibility:** Commitment to academic integrity, impartiality, and professional ethical principles.
• **Innovation:** Supporting creative and solution-oriented approaches that follow developments in the field of communication.
• **Academic Excellence:** Maintaining high-quality standards in scientific research and educational processes.
• **Social Sensitivity:** Ensuring that communication activities contribute to society, the environment, and cultural values.
• **Equality and Participation:** Ensuring equal opportunities among students, academics, and staff.
• **Continuous Improvement:** Constantly improving educational programs and academic practices.
• **Student-Centeredness:** An educational approach that prioritizes student success, creativity, and professional development.

1.3. OBJECTIVES AND GOALS OF THE FACULTY

The Near East University Faculty of Communication operates with the aim of producing scientific knowledge in the field of communication, training individuals who add value to society through an innovative educational approach, and establishing an academic culture based on ethical values. The faculty aims for national and international quality standards in education, research, and community contribution.

A) Objective

The primary objective of the Near East University Faculty of Communication is to train graduates who possess knowledge and skills in different areas of communication sciences, have creative thinking abilities, adhere to ethical values, and contribute to society.

The faculty aims to:
• Continuously improve the quality of education,

• Develop innovative approaches in scientific research,
• Support social awareness and cultural sensitivity,
• Train professionals with high competitiveness at the international level.

These objectives form the fundamental principles shaping the educational activities of the faculty.

B) Goals

To achieve its objectives, the faculty has established concrete and measurable goals. These goals consist of steps that support the academic and professional development of students and ensure sustainability in research and community service activities.

The goals include:
• Modernizing instructional environments,
• Increasing scientific research projects,
• Developing students' creative and critical thinking skills,
• Strengthening social responsibility awareness,
• Ensuring graduates are equipped with qualifications that meet sectoral requirements.

C) Goals and Objectives Covering the Field of Education

Objective 1: To enhance the quality of education and ensure that students gain theoretical and practical competence in the field of communication.
• **Goal 1.1:** Support educational processes with modern technologies.
• **Goal 1.2:** Improve students' knowledge in their respective fields.
• **Goal 1.3:** Enable graduates to gain sectoral experience through a practice-oriented education model.

Objective 2: To develop students' critical, creative, and ethical thinking skills.
• **Goal 2.1:** Create educational content that highlights ethical values.
• **Goal 2.2:** Design interactive classroom environments supported by innovative teaching methods.

• **Goal 2.3:** Strengthen students' abilities to develop communication strategies and solve problems.

D) Goals and Objectives Covering the Field of Research

Objective 1: To strengthen the culture of scientific research and produce qualified knowledge in the field of communication.

• **Goal 1.1:** Organize academic activities that develop students' research and analytical skills.

• **Goal 1.2:** Encourage the participation of academic staff in national and international research projects.

• **Goal 1.3:** Conduct interdisciplinary research studies within the faculty.

• **Goal 1.4:** Establish academic incentive mechanisms to support sustainable research projects by academics.

Objective 2: To increase scientific publication production and support the societal contribution of research outputs.

• **Goal 2.1:** Publish the research results of faculty academics in national and international journals.

• **Goal 2.2:** Establish research clubs to support students' publication opportunities in academic journals.

• **Goal 2.3:** Make research findings applicable in media and societal projects.

E) Goals and Objectives Covering Contribution to Society and Educational Services

Objective 1: To contribute to social awareness, media literacy, and cultural sensitivity.

• **Goal 1.1:** Ensure students actively participate in social responsibility projects.

• **Goal 1.2:** Organize educational programs that enhance society's communication and media literacy skills.

• **Goal 1.3:** Develop social projects that support cultural diversity.

• **Goal 1.4:** Conduct events that raise social awareness through media.

Objective 2: To strengthen interaction between the faculty and society and contribute to local development.

• **Goal 2.1:** Conduct joint projects with public institutions, non-governmental organizations, and the private sector.

• **Goal 2.2:** Develop strategic communication activities to meet the social, cultural, and educational needs of society.

• **Goal 2.3:** Organize workshops, seminars, and educational programs focused on community service.

1.4. ORGANIZATIONAL CHART OF THE FACULTY

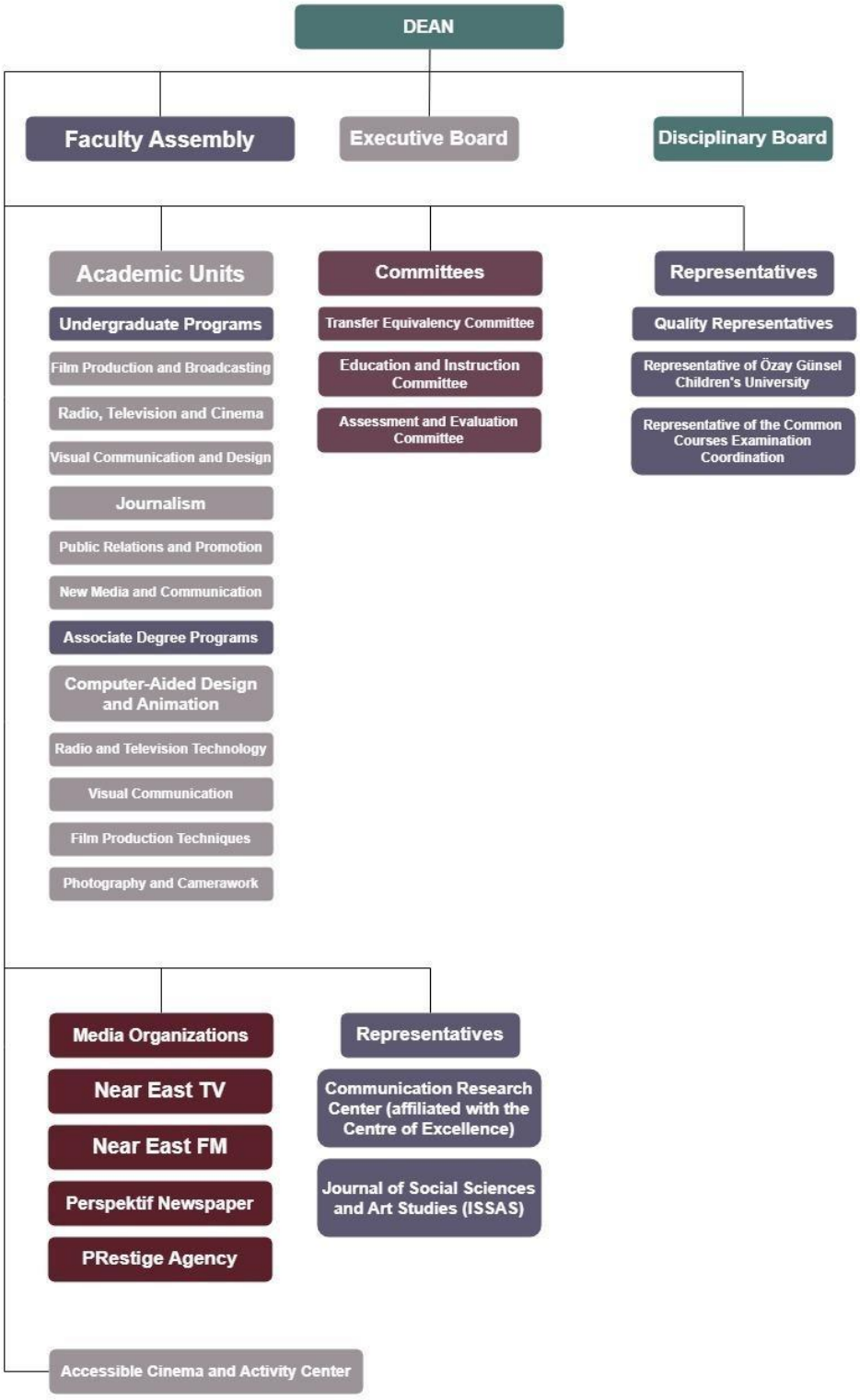
DEAN
Faculty Assembly
Executive Board
Disciplinary Board
Academic Units
Undergraduate Programs
Film Production and Broadcasting
Radio, Television and Cinema
Visual Communication and Design
Journalism
Public Relations and Promotion
New Media and Communication
Associate Degree Programs
Computer-Aided Design and Animation
Radio and Television Technology
Visual Communication
Film Production Techniques
Photography and Camerawork
Committees
Transfer Equivalency Committee
Education and Instruction Committee
Assessment and Evaluation Committee
Representatives
Quality Representatives
Representative of Özay Günsel Children's University
Representative of the Common Courses Examination Coordination
Media Organizations
Near East TV
Near East FM
Perspektif Newspaper
PRestige Agency
Representatives
Communication Research Center (affiliated with the Centre of Excellence)
Journal of Social Sciences and Art Studies (ISSAS)
Accessible Cinema and Activity Center

Figure 1. Organızatıonal Chart of The Faculty

1.5. MANAGEMENT OF THE FACULTY

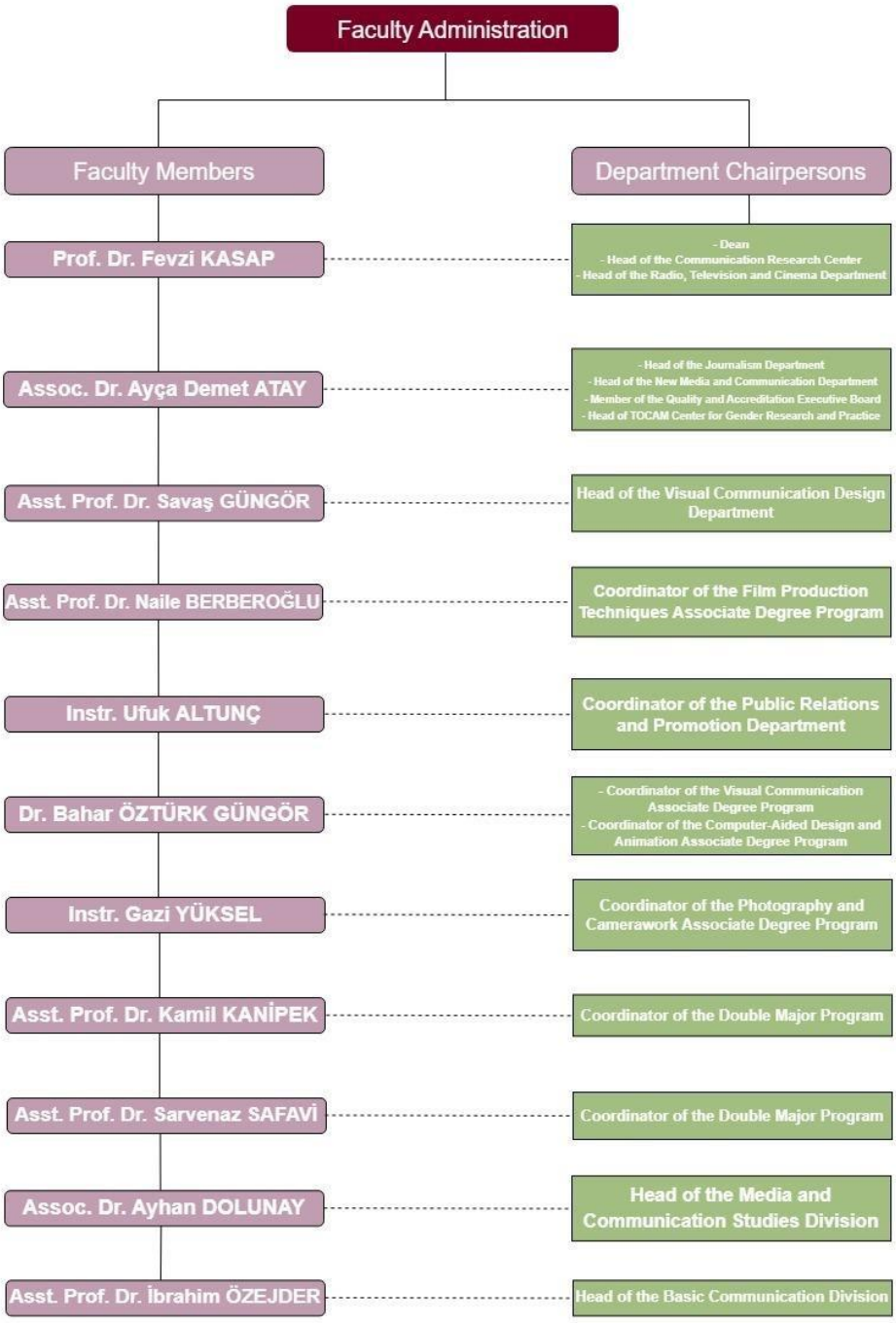
Faculty Administration
Faculty Members
Department Chairpersons
Prof. Dr. Fevzi KASAP
- Dean
- Head of the Communication Research Center
- Head of the Radio, Television and Cinema Department
Assoc. Dr. Ayça Demet ATAY
- Head of the Journalism Department
- Head of the New Media and Communication Department
- Member of the Quality and Accreditation Executive Board
- Head of TOCAM Center for Gender Research and Practice
Asst. Prof. Dr. Savaş GÜNGÖR
Head of the Visual Communication Design Department
Asst. Prof. Dr. Naile BERBEROĞLU
Coordinator of the Film Production Techniques Associate Degree Program
Instr. Ufuk ALTUNÇ
Coordinator of the Public Relations and Promotion Department
Dr. Bahar ÖZTÜRK GÜNGÖR
- Coordinator of the Visual Communication Associate Degree Program
- Coordinator of the Computer-Aided Design and Animation Associate Degree Program
Instr. Gazi YÜKSEL
Coordinator of the Photography and Camerawork Associate Degree Program
Asst. Prof. Dr. Kamil KANİPEK
Coordinator of the Double Major Program
Asst. Prof. Dr. Sarvenaz SAFAVİ
Coordinator of the Double Major Program
Assoc. Dr. Ayhan DOLUNAY
Head of the Media and Communication Studies Division
Asst. Prof. Dr. İbrahim ÖZEJDER
Head of the Basic Communication Division

Figure 2. Management of The Faculty

1.6. ACADEMIC STAFF

Within the Near East University Faculty of Communication, there are a total of 6 program areas, including Journalism; Radio, Television and Cinema; Public Relations andAdvertising; Visual Communication and Design; Film Production and Broadcasting; and New Media Communication. The faculty stands out with its academic staff who are experts and experienced in their fields. As of the 2025–2026 academic year, a total of 39 academic personnel serve within the faculty, including 2 professors, 6 associate professors, 11 assistant professors, 2 Doctors, 12 specialist lecturers, 5 instructors, and 1 research assistant. The academic staff provides education at undergraduate and graduate levels and contributes to scientific studies with their researcher identities. Additionally, they participate in various training and development programs to support their professional growth and actively take part in national and international projects, thereby

enhancing both their individual academic careers and the international recognition of the institution.”

1.7. Programs Within the Faculty

Associate Degree Programs:

• Computer-Aided Design and Animation
• Film Production Techniques
• Photography and Camerawork
• Visual Communication
• Radio and Television Technology

Undergraduate Programs:

• Film Production and Broadcasting Department
• Journalism Department
• Visual Communication Design Department
• Public Relations and Publicity Department
• Radio, Television and Cinema Department
• New Media and Communication Department

Master’s Programs (Thesis and Non-Thesis):

• Media and Communication Studies
• Radio, Television and Cinema
• Basic Communication Sciences

Doctoral Programs:

• Media and Communication Studies
• Radio, Television and Cinema
• Basic Communication Sciences

2. GENERAL INFORMATION ABOUT THE PROGRAM

2.1. Brief History and Development of the Program

he Public Relations and Advertising Program within the Faculty of Communication at Near East University was established to meet the growing demand for qualified communication professionals equipped with both theoretical knowledge and practical skills in an increasingly competitive and digitally driven communication environment. Since its foundation, the program has aimed to educate professionals capable of designing strategic communication campaigns, managing organizational reputation, and producing ethical, creative, and socially responsible public relations and advertising practices across traditional and digital media platforms.

Over the years, the program has continuously updated its curriculum in line with technological advancements, industry expectations, global communication trends, and international academic standards. With a strong emphasis on applied training, strategic communication, media planning, branding, digital promotion, and professional ethics, the Public Relations and Advertising Program has strengthened its academic structure through practical courses, project-based learning, industry collaborations, and partnerships with public and private sector organizations.

Today, the program continues to enhance its educational quality through continuous improvement processes and accreditation-oriented studies, preparing students for diverse career paths in public relations, advertising, corporate communication, media planning, digital marketing, and postgraduate academic studies.

2.2. Type of Education Offered by the Program

The Department of Public Relations and Advertising provides structured academic education through a variety of instructional methods. In this context, courses are delivered via face-to-face, online, and hybrid formats, integrating both theoretical foundations and practical applications.

2.3. Level of Study

The Department of Public Relations and Advertising offers a four-year undergraduate program totaling 240 ECTS credits. The curriculum is carefully structured to meet ECTS requirements while ensuring the achievement of the learning outcomes expected at this qualification level.

2.4. Language of Instruction

The language of Public Relation and Advertising Programm is English.

2.5. Duration of the Program

The Public Relations and Advertising undergraduate program has a duration of four years (eight semesters). The academic year consists of two semesters—Fall and Spring—with a total instructional period of 28 weeks.

2.6. Organizational Chart of the Program

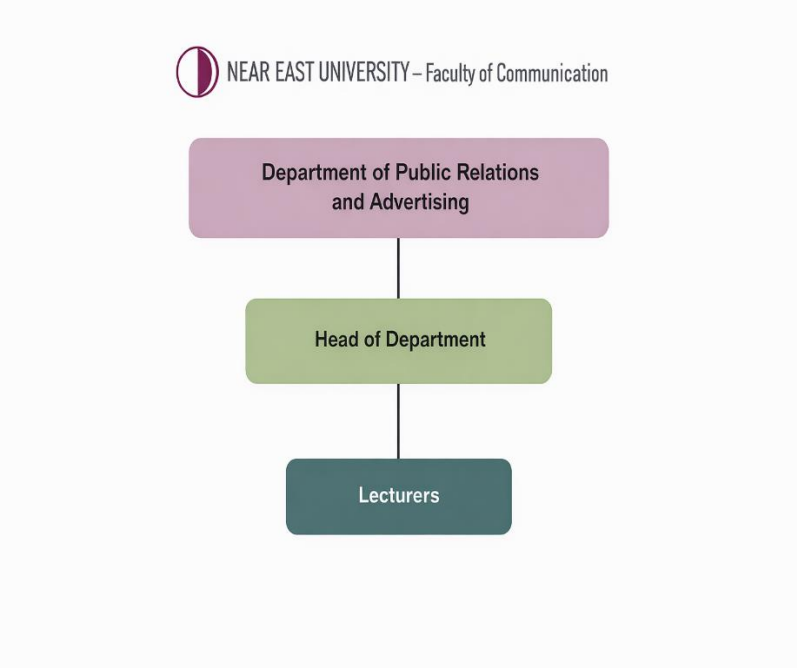

Figure 3. Organizational Chart of the Program

2.7. Program Coordinator

Program Coordinator:
Senior. Lecturer. Ufuk Altunc
Head of the Department
ufuk.altunc@neu.edu.tr

2.8. Program Management and Academic Staff

The Public Relations and Advertising Program delivers education through a comprehensive framework that balances conceptual understanding with hands-on experience, guided by an academic team specialized in communication-related disciplines. The program is supported by faculty members with expertise in areas such as public relations strategy, agency practices, new media, advertising management, marketing research, and research methodologies. Courses are designed to enhance students' professional skills and prepare them to respond effectively to contemporary media and industry demands.

Public Relation and Advertising Program employs one Assistant Professors on a full-time basis.

Beyond undergraduate instruction, the academic staff actively contribute to the discipline through scholarly research, project initiatives, and participation in national and international academic events. Faculty members also take part in professional development activities such as in-service training, specialized workshops, and academic collaborations, ensuring continuous professional growth and supporting the ongoing enhancement of the program's educational standards.

3. PROGRAM MISSION AND VISION

3.1. Mission

The mission of the Public Relations and Advertising Department at the Faculty of Communication, Near East University is to educate competent, ethical, and innovative communication professionals who can respond effectively to the dynamic needs of the global

communication and media environment. The department is committed to providing a strong theoretical foundation combined with practical skills that enable students to understand, analyze, and manage communication processes in public relations, advertising, and strategic communication fields.

The department aims to foster critical thinking, creativity, and strategic problem-solving abilities through contemporary curricula, interdisciplinary approaches, and hands-on learning experiences. By integrating academic knowledge with real-world applications, students are encouraged to develop professional competencies in campaign planning, media relations, brand management, digital communication, and advertising strategies that meet international standards.

Another core mission of the department is to promote ethical values, social responsibility, and cultural awareness in communication practices. The program emphasizes transparency, accountability, and respect for diversity, preparing students to contribute positively to organizations, communities, and society at large while adapting to technological advancements and evolving communication platforms.

Finally, the Public Relations and Advertising Department seeks to contribute to academic research, industry collaboration, and community engagement. Through research activities, professional partnerships, and public projects, the department supports knowledge production, innovation, and lifelong learning, while enhancing the visibility and reputation of Near East University at national and international levels.

3.2. Vision

The vision of the Public Relations and Advertising Department at the Faculty of Communication, Near East University is to become a leading academic unit recognized nationally and internationally for excellence in education, research, and

professional practice in public relations and advertising. The department aspires to set high standards in communication education by continuously updating its programs in line with global developments and emerging technologies.

The department envisions graduating creative, strategic, and socially responsible communication professionals who can shape public opinion, manage organizational reputation, and create effective advertising and communication campaigns across diverse platforms. By encouraging innovation, critical inquiry, and interdisciplinary collaboration, the department aims to empower students to become influential leaders in the communication industry.

Furthermore, the department seeks to be a center of innovation and knowledge production that contributes to the communication field through impactful research, industry partnerships, and community-oriented projects. By strengthening ties with the professional sector and international institutions, the department envisions fostering sustainable development, cultural dialogue, and ethical communication practices in a rapidly evolving global society.

4. PROGRAM'S CORE VALUES

Academic Excellence – Commitment to high-quality education, research, and continuous improvement in teaching and learning in line with international standards.

Ethical Responsibility – Upholding honesty, transparency, accountability, and professional ethics in all public relations and advertising practices.

Creativity and Innovation – Encouraging original thinking, creative expression, and innovative solutions in strategic communication and advertising.

Critical Thinking – Developing analytical skills that enable students to evaluate communication strategies, media content, and societal impacts effectively.

Social Responsibility – Promoting communication practices that contribute positively to society, respect cultural diversity, and support sustainable development.

Practical Engagement – Emphasizing hands-on experience, industry collaboration, and applied learning to bridge theory and professional practice.

Global Perspective – Fostering international awareness, cross-cultural understanding, and adaptability to global communication trends and technologies.

5.PROGRAM ACTIVITY AREAS

1. Education and Training Activities

The Public Relations and Advertising Undergraduate Program is designed to equip students with comprehensive theoretical knowledge and practical skills in the fields of public relations, advertising, and strategic communication, in line with current academic developments and industry needs. The curriculum includes both theoretical and applied courses covering areas such as public relations principles, advertising strategies, brand management, corporate communication, digital marketing, media planning, ethics, and communication research methods.

Throughout the education and training process, student-centered teaching approaches, practice-based learning, campaign development, project and workshop activities, and technology-supported instructional methods are utilized. Assessment and evaluation are carried out through written examinations, applied assignments, campaign projects, presentations, and portfolio studies. Students' academic

progress is closely monitored and supported through academic advising, internships, and industry-oriented learning opportunities.

2. Research and Development Activities

The Public Relations Department fosters an academic environment that supports theoretical, strategic, and applied research in public relations and communication studies. Faculty members and students actively engage in scholarly and professional work in areas such as public relations theory, strategic communication, corporate reputation management, media relations, digital and social media communication, crisis communication, public opinion, and stakeholder analysis. The department's research objective is to advance innovative and ethical approaches to public relations practice and communication management.

National and international collaborations encourage interdisciplinary research, industry-oriented projects, and applied studies that address contemporary communication challenges. These research activities strengthen students' analytical and strategic thinking skills, enhance their problem-solving and decision-making abilities, and support the development of effective communication strategies. Active participation in research and applied projects contributes significantly to students' academic and professional development, as well as to the achievement of the department's program learning outcomes.

3. Professional Development and Continuing Education Activities

The Public Relations Undergraduate Program adopts the principle of supporting the continuous professional development of both students and academic staff. Within this framework, seminars, workshops, and certificate programs are organized on current topics such as strategic public relations, digital and social media communication, crisis and reputation management, corporate communication, brand storytelling, influencer relations, and AI-supported communication and content production.

In addition, industry collaborations with public relations agencies, corporate communication departments, non-governmental organizations, and media institutions are established to enhance students' sectoral knowledge and professional experience. Guest speaker events, applied professional meetings, internships, and project-based collaborations with industry professionals are organized to help students gain practical insights, build professional networks, and better prepare for careers in the public relations field.

4. Community Engagement and Service Activities

Within the scope of the Public Relations Program, students and faculty members actively contribute to the community through initiatives that promote effective communication, ethical public relations practices, and public awareness. These activities include social responsibility projects, public information campaigns, and collaborations with local communities, non-governmental organizations, and public institutions. Through community-oriented projects, students develop a sense

of social responsibility while applying public relations strategies to address societal needs and strengthen community engagement.

6. PROGRAM PURPOSES AND OBJECTIVES

A) Objectives and Targets for the Education Domain

Objective 1

To provide students with strong theoretical knowledge and practical competencies in public relations, advertising, and strategic communication in line with national and international academic standards.

Target 1.1: To update the curriculum regularly in accordance with industry trends, digital communication technologies, and stakeholder expectations.

Target 1.2: To increase the number of practice-based courses, campaign projects, and workshop activities within the program.

Target 1.3: To integrate digital tools, AI-supported communication applications, and new media platforms into teaching and learning processes.

Objective 2

To enhance student-centered learning and professional readiness through innovative teaching methods and academic support mechanisms.

Target 2.1: To expand internship opportunities and industry-linked projects in collaboration with public relations agencies and corporate communication units.

Target 2.2: To improve academic advising and mentoring systems to support students' academic and career development.

Target 2.3: To encourage the development of student portfolios that demonstrate professional skills and learning outcomes.

B) Objectives and Targets for the Research Domain

Objective 1

To enable students to systematically document and present their professional skills, creative work, and academic achievements in public relations through structured portfolio development.

Target 1.1: To integrate portfolio preparation requirements into core and elective public relations courses.

Target 1.2: To provide workshops and guidance sessions on portfolio design, content selection, and professional presentation.

Target 1.3: To encourage the use of digital portfolio platforms that reflect current industry standards.

Objective 2

To align student portfolios with program learning outcomes and industry expectations to enhance graduates' employability and professional readiness.

Target 2.1: To assess student portfolios as part of course evaluation and graduation requirements.

Target 2.2: To involve industry professionals in portfolio review and feedback activities.

Targer 2.3: To regularly update portfolio evaluation criteria in line with developments in the public relations sector.

C) Objectives and Targets for Community Engagement and Educational Services

Objective 1

To strengthen community engagement by applying public relations knowledge and skills to address social, cultural, and public awareness needs.

Target 1.1: To organize community-based communication campaigns and social responsibility projects in collaboration with local institutions and NGOs.

Target 1.2: To encourage student participation in service-learning activities that integrate academic learning with community needs.

Target 1.3: To increase partnerships with local communities to support public awareness, advocacy, and engagement initiatives.

Objective 2

To expand educational services that contribute to lifelong learning and public awareness in the field of public relations and communication.

Target 2.1: To offer seminars, workshops, and short training programs for community members on topics such as effective communication, media literacy, and public relations practices.

Target 2.2: To involve students and faculty members in delivering educational activities and consultancy-based projects for public and private organizations.

Target 2.3: To promote accessibility of educational services through digital platforms and open events that reach wider audiences.

7. PROGRAM QUALIFICATIONS

7.1. Program Qualifications

Knowledge – Theoretical and Factual Learning Outcomes

PLO1: Demonstrates theoretical and factual knowledge about fundamental concepts, principles, and practices in Public Relations and Communication Studies.

PLO2: Understands organizational communication processes, media structures, public opinion formation, and ethical principles in public relations.

PLO3: Identifies legal regulations, professional standards, and current issues related to communication, media, and public relations industries. Skills

PLO4: Applies public relations methods, strategies, and communication techniques in practical cases and professional settings.

PLO5: Designs and implements basic PR campaigns using appropriate research, planning, communication, and evaluation tools.

PLO6: Uses digital communication technologies, social media tools, and content production

skills effectively and creatively.

PLO7: Collects, interprets, and analyzes data related to public relations activities to support informed decision-making processes.

Competencies – Autonomy and Responsibility Learning Outcomes

PLO8: Takes responsibility in PR projects, works effectively in teams, and can conduct tasks independently when necessary.

Competencies – Learning Competence Learning Outcomes

PLO9: Demonstrates the ability to follow academic and sectoral developments, engage in lifelong learning, and improve professional skills.

Communication and Social Competence _

PLO10: Communicates effectively in written and spoken English, interacts respectfully with diverse social groups, and demonstrates high interpersonal communication skills.

Competencies – Field-Specific Learning Outcomes

PLO11: Acts in accordance with professional ethics, social responsibility, and cultural sensitivity in all public relations processes.

PLO12: Integrates theoretical knowledge with practical applications to solve communication problems and produce strategic PR solutions.

7.2. The Relationship Between Program Qualifications and the Turkish Higher Education Qualifications Framework

https://drive.google.com/drive/folders/1nFv-kl7iFSId-EvRfnCz9SWI7vXZXTbQ

7.3. The Relationship Between Courses and Program Qualifications

https://drive.google.com/drive/folders/1GQxrueybCR9hmP16d-n9iVw40nD0h9kA

8. COURSE LIST

https://docs.google.com/spreadsheets/d/1tg5GthQqYknhXrx37U6GQp4McmZ_u_ql/edit?rtpof=true&gid=146598002#gid=146598002

8.1. Course Syllabus

https://docs.google.com/spreadsheets/d/1tg5GthQqYknhXrx37U6GQp4McmZ_u_ql/edit?rtpof=true&gid=146598002#gid=146598002

8.2. Common Courses Offered University-Wide

https://docs.google.com/document/d/12ZgiXNDdn0NesIqQNe3rNwV2TkQ1Ndb8/edit

9. PROGRAM EVALUATION AND ASSESSMENT PRINCIPLES

9.1. Exam Regulations

All examinations and final project assessments conducted within the department are administered in accordance with the principles of fairness, transparency, and academic integrity in measurement and evaluation processes. Students are required to comply with all examination and project regulations to ensure that assessment activities are conducted in a proper, ethical, and orderly manner. The rules and procedures stated below are binding for all students.

Students must attend examinations on the specified date, time, and in the assigned examination room as announced in the official examination schedule. Examination room assignments and seating arrangements are

announced at least one day prior to the examination, and students are responsible for following these announcements. Entry to the examination room and seating arrangements are determined by exam invigilators, and students must sit in their assigned seats. Students are required to have their examination entry documents and valid identification visibly placed on their desks before the examination begins. Mobile phones must be switched off, and all printed or digital materials such as books, notebooks, lecture notes, and electronic devices must be kept out of reach during the examination. To ensure examinations start on time, students must be present in the examination room at least 10 minutes before the scheduled start time.

Students are not permitted to leave the examination room during the first 30 minutes of the exam, and students arriving after this period will not be admitted. The examination duration will be written on the board, and no verbal time reminders will be given. Students who complete their examination during the final five minutes must remain seated until the exam ends. Verbal communication between students and invigilators is not permitted during the examination; questions related only to printing or typographical errors may be asked within the first five minutes. Students must clearly and completely write their full name and department information on both the examination paper and answer sheet.

Final projects, graduation projects, and course projects must be prepared individually or in groups as specified by the course instructor and submitted by the announced deadlines. Projects must comply with academic writing standards, ethical principles, and plagiarism regulations. Late submissions will not be accepted unless officially approved, and all submitted work may be subject to plagiarism detection systems. Students may be required to present or defend their final projects before a jury or evaluation committee, and failure to attend scheduled presentations without a valid excuse may result in an unsuccessful grade.

Cheating, plagiarism, and any form of academic misconduct are strictly prohibited in examinations and final project assessments. In the event that misconduct is detected, an official report will be prepared and necessary disciplinary procedures will be initiated in accordance with relevant regulations. Students are required to check their desks before examinations begin; any examination-related information found will be considered evidence of misconduct. Upon completing examinations, students must submit all papers to the invigilator and leave the examination room immediately; waiting in corridors is not permitted. Forgotten personal belongings may not be retrieved until the examination has ended. In addition, students are required to sign the seating attendance form provided by the invigilator during examinations.

9.2. Letter Grade Conversion Table

This section presents the conversion table for the letter grades awarded to students at the end of each semester, together with brief descriptions of each grade. Students' academic performance is assessed by the course instructor based on their coursework during the semester and their final examination results. Letter grades are assigned numerical values on a 4.00 grading scale and approximately correspond to score ranges on a 100-point scale. These values are used in the calculation of the student's Grade Point Average (GPA).

The coefficients of the letter grades and their approximate equivalents on the 100-point scale are shown below.

Grade	*Letter*	*Coefficient*
90-100	*AA*	*4*
85-89	*BA*	*3.5*
80-84	*BB*	*3*
75-79	*CB*	*2.5*
70-74	*CC*	*2*
60-69	*DC*	*1.5*
50-59	*DD*	*1*
49 -	*FF*	*0*

In addition to the standard letter grades, the following special grades may also be awarded:

I – Incomplete, S – Satisfactory, P – Progressing, U – Unsatisfactory, EX – Exempted, W – Withdrawn, NA – Absent

(I) Incomplete:

The Incomplete grade is assigned by the instructor to students who have otherwise fulfilled the course requirements but are unable to complete all obligations within the semester due to illness or other valid reasons. Students who receive an (I) grade must complete the outstanding requirements and receive a final grade within 15 days from the date grades are submitted to the Student Affairs Office. If this requirement is not met, the (I) grade is automatically converted to (FF). In cases of extended illness or similar exceptional circumstances, the duration of the (I) grade may be extended until the beginning of the next registration period upon the recommendation of the Department Chair and the approval of the Faculty Board.

(S) Satisfactory:

The Satisfactory grade is awarded for courses that are not included in GPA calculations. It may also be assigned to students transferring from other institutions or re-admitted through entrance examinations for courses previously completed and recognized as equivalent by the Faculty Board, upon the recommendation of the Department Chair. Students who are required by regulations to retake a course are not eligible to receive an (S) grade. The (S) grade is not included in GPA calculations.

(P) Progressing:

The Progressing grade is given to students who are continuing courses that do not contribute to the GPA.

(U) Unsatisfactory:

The Unsatisfactory grade is assigned to students who fail courses that do not affect the GPA.

(EX) Exempted:

The Exempted grade is awarded to students who are exempt from certain courses as determined by the Senate, following successful completion of an exemption examination administered by the relevant department. While the (EX) grade appears on the transcript, it does not impact the GPA.

(W) Withdrawn:

The Withdrawn grade is recorded for courses from which a student officially withdraws within the first ten weeks of the semester, following the add/drop period, with the recommendation of the academic advisor and the approval of the course instructor. The following conditions apply:

(a) Students are not permitted to withdraw from courses during the first two semesters of their undergraduate program.

(b) Withdrawal is not allowed for courses that must be retaken, courses previously withdrawn from, or courses that do not count toward the GPA.

(c) Withdrawal requests will not be approved if the student's course load would fall below two-thirds of the normal semester load.

(d) A student may withdraw from a maximum of one course per semester and no more than six courses throughout their undergraduate studies, subject to advisor recommendation and instructor approval.

(NA) Absent:

The Absent grade is assigned to students who register for a course but fail to attend any classes.

I	*Incomplete*
S	*Satisfactory Completion*
U	*Unsatisfactory*
P	*Successful Progress*
NP	*Not Successful Progress*
EX	*Exempt*
NI	*Not included*
W	*Withdrawal*
NA	*Never Attended*

10. STUDENT ADMISSION AND REGISTRATION REQUIREMENTS

Admission, Registration, and Education Regulations

At Near East University, academic programs are offered at the associate, undergraduate, and graduate levels. The primary language of instruction is Turkish; however, courses may also be delivered in English or other languages when required. Examination and assessment procedures are governed by separate regulations. Student admissions are managed by the Office of Student Affairs in accordance with policies and decisions established by the Senate.

Admission to preparatory, associate, and undergraduate programs is carried out through special examinations or, for international applicants, through non-examination-based admission procedures. Requirements related to admission into graduate programs and student transfers are defined in the relevant regulations. Special students may enroll in selected courses only and are not entitled to receive a degree.

The admission and registration of international students who are not citizens of the Turkish Republic of Northern Cyprus or the Republic of Türkiye are conducted in accordance with the "Admission and Registration Conditions of Foreign Students Who Are Not Citizens of the Turkish Republic of Northern Cyprus or the Republic of Türkiye to Higher Education Institutions," enacted under Article 11 of the laws numbered YÖDAK 65/2005, 21/2008, 40/2009, and 23/2007.

When necessary, prospective students may be enrolled in a scientific preparatory program for a maximum period of one year. Registration procedures are completed upon the submission of required documents and payment of tuition fees within the announced registration periods. Students are required to renew their registration at the beginning of each semester. The proficiency levels of students enrolled in the English preparatory program are determined through examinations, and the duration of preparatory education does not exceed two years. Associate, undergraduate, and graduate programs are conducted in accordance with their respective regulations, and students may also enroll in teaching certificate programs.

Upon successful completion of their programs, students are awarded associate, undergraduate, or graduate diplomas. The format of diplomas and temporary graduation certificates is determined by the Senate. Students'

academic records are officially maintained, and certified academic documents are issued upon request. Tuition fees paid by students who voluntarily withdraw or cancel their registration are non-refundable. Students may be granted a leave of absence for reasons such as health, military service, financial hardship, or educational purposes; such periods are not included in the official duration of study. Students must renew their registration upon returning from leave in order to continue their education. Each student is assigned an academic advisor, and matters related to compulsory internships, disciplinary procedures, scholarships, and health services are regulated by the relevant bylaws.

In accordance with the regulations of the Council of Higher Education (YÖK) of Türkiye, admission to undergraduate programs is carried out through the university entrance examination known as YKS. Following the submission of program preferences, the Student Selection and Placement Center (ÖSYM) places candidates into relevant programs based on their examination scores.

International students are admitted to undergraduate programs based on results from internationally recognized examinations such as the SAT or ACT, or on their high school diploma grades. Exchange students are accepted in line with the terms and conditions of bilateral agreements between Near East University and partner institutions. Guest students may enroll in selected courses upon the approval of the relevant academic unit; where courses are offered in English, guest students are required to provide proof of English language proficiency.

11. HORIZONTAL AND VERTICAL TRANSFER OPPORTUNITIES

11.1. Horizontal Transfer Opportunities

In horizontal transfer processes, students who apply for transfers within the university, between different institutions, or from abroad are informed about the essential conditions and procedures they must consider. Horizontal transfers may be carried out on the basis of centralized placement (ÖSYM) scores or cumulative grade point averages.

This section defines the procedures and principles governing horizontal transfer applications to the Public Relations and Advertising Department at Near East University. All horizontal transfer

applications are processed in accordance with the Near East University Horizontal Transfer and Credit Transfer Directive.

Applicants for horizontal transfer are required to:

Have no disciplinary sanctions,

Possess a minimum cumulative grade point average of 2.00 out of 4.00 or 60 out of 100,

Have successfully completed an adequate number of courses that are compatible with the curriculum of the program to which they seek transfer.

For transfers based on centralized placement scores, applicants must meet the minimum entrance score required for the target program in the relevant admission year. Applications must be submitted within the periods announced by the university, and all required documentation must be submitted in full to the appropriate academic unit. Applications are evaluated based on academic performance and available quotas.

Decisions regarding course exemptions and class equivalencies are made by the Faculty Executive Board upon the recommendation of the Department Chair. Course equivalency assessments are based on the alignment of course content completed at the applicant’s previous institution with the curriculum of the program to which the student intends to transfer.

Applications submitted due to exceptional circumstances such as war, natural disasters, or health-related issues are evaluated separately in accordance with applicable legislation. In such cases, applicants may be required to provide additional supporting documentation.

11.2. Vertical transfer opportunities

This section details the procedures and guidelines for vertical transfer applications to the Department of Primary Education at Near East University. Students seeking vertical transfer must take the Vertical Transfer Exam (DGS), which is administered by the Assessment, Selection, and Placement Center (ÖSYM). Placement is determined based on exam scores, with ÖSYM managing student assignments accordingly.

12. RECOGNITION AND CREDIT TRANSFER OF PREVIOUS LEARNING

Students enrolled in the Near East University Public Relation and Advertising Program may request exemption from courses they have successfully completed at previous higher education institutions. Exemption applications must be submitted in writing to the relevant academic unit by the end of the second week of the semester in which course registration occurs and should include approved course descriptions and an official transcript. Course exemptions are not granted to students who are simultaneously enrolled in both an associate degree and a bachelor's degree program.

Exemption requests are reviewed by the relevant departmental committee, taking into account the course content, credit value, and the student's academic performance. Approved courses are recorded on the student's transcript with the original letter grade and are included in the cumulative GPA. Exemptions are not granted for courses that were failed. For common compulsory courses, such as Atatürk's Principles and History of Revolution, Turkish Language, and Foreign Language, exemptions may be granted without credit equivalency. Students are allowed to take the exemption exam for these courses only once.

If the total ECTS credits of exempted courses exceed 70% of the semester's total ECTS credits, the student is advanced to the next grade level. Students placed in a higher class, however, are not permitted to enroll in

upper-level courses during the first academic year following the placement. Objections to exemption or placement decisions can be submitted within two weeks from the date the results are announced to the student.

In cases of horizontal or vertical transfer, course exemption requests are evaluated by the faculty or school board based on the recommendation of the departmental committee. For exemption from the foreign language preparatory class, students must demonstrate an adequate level of language proficiency through exam results recognized by the university.

13. ACCREDITATION AND QUALITY ASSURANCE OF THE PROGRAM

14.1. Quality Policy

The Public Relation and Advertising Undergraduate Program embraces a student-centered, transparent, and participatory approach, committed to continuous improvement in line with the general quality assurance principles of higher education. All educational activities are designed and implemented in accordance with national qualifications frameworks and the Bologna Process.

As part of its quality policy, the program regularly reviews course content to ensure it remains current, monitors the alignment between learning outcomes and course objectives, and ensures that assessment and evaluation practices meet established academic standards. Feedback from students, alumni, and industry stakeholders serves as a key source of information for ongoing quality enhancement efforts.

14.3. Quality of Education

The quality of education in the Public Relation and Advertising Undergraduate Program is enhanced through a student-centered learning approach, practice-oriented teaching methods, and the effective use of modern media technologies. Theoretical instruction is combined with workshops, project-based activities, and practical field experiences.

Assessment and evaluation are conducted through written exams, applied assignments, performance assessments, project presentations, and portfolio reviews, providing a comprehensive evaluation of students' knowledge, skills, and competencies. Additionally, the academic advising system offers continuous monitoring and support to guide students' academic progress.

14.4. Research and Development Activities

Faculty members and students in the Public Relations Program conduct research in areas such as public relations strategies, corporate communication, media relations, digital communication, and communication ethics. These research activities are supported through institutional funding as well as national and international projects.

Academic publishing, participation in conferences and symposia, and engagement in professional and scholarly events are strongly encouraged. Students actively take part in research projects, gaining practical experience in academic production and developing their research skills and professional competencies.

14.5. Continuous Improvement Process

The program implements a continuous improvement cycle to enhance the quality of its educational and research activities. In this process, the following sources are regularly analyzed:

Student feedback surveys

Graduate tracking studies

Course evaluation reports

Stakeholder input

Program self-evaluation meetings

Based on the insights gathered, course content, teaching methods, and the overall program structure are reviewed, and necessary improvements are implemented in line with the decisions of the relevant academic authorities.

15. GRADUATION REQUIREMENTS AND AWARDED DEGREE

This section outlines the graduation requirements under the first heading, while the second subheading specifies the academic degree conferred upon successful completion of the program.

15.1. Graduation Requirements

To graduate from this undergraduate program, students must maintain a minimum Cumulative Grade Point Average (CGPA) of 2.00 on a 4.00 scale and successfully complete all courses in the curriculum with at least a DD/S grade. The program requires the completion of a minimum of 240 ECTS credits. In addition, students must fulfill the mandatory internship requirement for the designated duration and in accordance with the established standards.

15.2. Awarded Degree

Students who successfully complete the program are awarded a Bachelor's Degree in Public Relations and Advertising.

16. DIPLOMA SUPPLEMENT

https://drive.google.com/drive/folders/1GQxrueybCR9hmP16d-n9iVw40nD0h9kA

17. EMPLOYMENT OPPORTUNITIES FOR GRADUATES AND ACCESS TO GRADUATE PROGRAMS

Graduates of the Public Relations and Advertising Department may pursue careers in public relations and advertising agencies, corporate communication departments, media organizations, and marketing units across both the public and private sectors. They may work in areas such as strategic communication, brand management, media relations, advertising campaigns, digital communication, and social media management, assuming positions such as public relations

specialist, account executive, communication manager, brand manager, and advertising strategist.

Our graduates are equipped with strong computer, digital media, and communication skills, enabling them to adapt quickly to diverse professional environments. They are effective team players who contribute productively to collaborative work settings and possess comprehensive knowledge of the communication and media industries, including digital and new media platforms.

17.2. Access to Graduate Programs

Graduates of this program are eligible to apply for graduate (master's) programs, not not in Public Rlation and Advertising department in English Language.