

Taking these main areas of competence as a basis, the following programme outcomes have been identified by the Department of Public Relations and Advertising for its BA programme in Faculty of Communication.
Qualifications and Programme Outcomes – Faculty of Communication

Area of Competence		Sub-Competencies					
Competencies in the Field of the Department of Public Relations and Advertising	A. Communication Knowledge Competence	A1. To use communication knowledge effectively and accurately	A2. To evaluate communication knowledge critically	A3. To use communication terms and concepts effectively	A4. Using Turkish correctly.	A5. To use communication tools effectively	
	B. Planning and Application of Public Relations and Advertising Strategies	B1. To be able to conduct appropriate research on public relations and advertising	B2. To be able to conduct plans on public relations and advertising	B3. To be able to produce projects on public relations and advertising	B4. To be able to conduct appropriate research techniques in the planning of public relations and advertising projects	B5. To be able to use technological resources in the public relations and Advertising projects	B6. To be able to define needs in the context of community and to be able to reflect them on public relations and publicity activity plan
	C. Developing Communication Skills for Students	C1. Be able to help students develop effective communication strategies	C2. Ensure that students use communication tools and methods in an accurate and understandable way	C3. To develop students' ability to observe / monitor and evaluate sociological and sociopsychological changes	C4. Students can follow current events on traditional media and identify appropriate agenda for current situation	C5. Students can follow current events on social media and identify appropriate agenda for current situation	C6. To gain the ability of the student to use effective news writing techniques and traditional media and social media
	D. Assessment and Evaluation of Communication, Public Relations and Advertising Development	D1. To be able to evaluate the applicability of the conceptual framework of communication and public relations	D2. To be able to use measurement and evaluation tools and methods in public relations and advertisement field	D3. To be able to reporting on projects related to Public Relations and advertising	D4. To be able to evaluate feedback of projects implemented in public relations and advertising field		
	E. Adaptation of Public Relations Activities to Social Life and Cooperation with Related Institutions	E1 To be able to Identify the right target institutions for students to develop activities in the field of public relations and advertising field	E2. To be able to develop cooperation with the right target institutions so that students can develop activities in the field of public relations and advertising field	E3. . Cooperating with the community in turning schools into cultural and learning centres	E4. Preparing and implementing projects plans using cooperative approach	E5. Providing guidance in developing school-community relations	
	F. Professional Development	F1. To be able to use the concepts of Public Relations correctly and effectively	F2. Developing personally and professionally in PR and Advertising	F3. Making use of scientific methods and techniques in developing professionally	F4. Projecting his/her research in relation to professional development onto his/her practice	F5. Reflecting and thinking critically about his/her professional development and projecting these onto his practice	
G. Competence in Learning	G1. Being competent in accessing, sharing and producing academic knowledge	G2. Prioritizing creative and critical thinking and reflecting	G3 Being competent in using information technologies	G4. Having positive attitude towards life-long learning	G5. Reflecting universal values such as democracy, protecting the environment and human rights in his/her profession		

H. General Knowledge	H1. Having academic knowledge at least in one field other than English language teaching	H2. Being sensitive to and following the innovations and developments in his/her society and in the world	H3. Being open to learning about other cultures	H4. Acting professionally and ethically	H5. Implementing ideas that are supported by academic knowledge in real life contexts	
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