

BA in Public Relations, Advertising and Marketing

TABLE 2: Course distribution per semester

A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of ECTS
Semester A								
1.	Compulsory	Journalism in the Digital Era	COMM 125	3	50 minutes	13	39	6
2.	Compulsory	Public Relations Principles	COMM 321	3	50 minutes	13	39	6
3.	Compulsory	Introduction to Communication Studies	COMM 135	3	50 minutes	13	39	6
4.	Elective	Audio Production	COMM 116	3	50 minutes	13	39	6
5.	Elective	College English	BENG 100	3	50 minutes	13	39	6
Semester B								
6.	Compulsory	Writing for Digital Media	COMM 220	3	50 minutes	13	39	6
7.	Elective	Voice and Diction	COMM 230	3	50 minutes	13	39	6
8.	Compulsory	Marketing	MKTG 291	3	50 minutes	13	39	6
9.	Compulsory	Technologies for the Social Web	MIS 220	3	50 minutes	13	39	6
10.	Elective	Business and Professional Communication	COMM 200	3	50 minutes	13	39	6



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Semester C								
11.	Compulsory	Public Relations Methods	COMM 322	3	50 minutes	13	39	6
12.	Compulsory	Communication and Media Research Methods	COMM 241	3	50 minutes	13	39	6
13.	Compulsory	Integrated Marketing Communications	MKTG 310	3	50 minutes	13	39	6
14.	Compulsory	Event Management	COMM 325	3	50 minutes	13	39	6
15.	Elective	General Psychology I	PSY 110	3	50 minutes	13	39	6
Semester D								
16.	Compulsory	Internal Communication Management	COMM 324	3	50 minutes	13	39	6
17.	Compulsory	Persuasion and Media Culture	COMM 344	3	50 minutes	13	39	6
18.	Compulsory	PR and the New Media	COMM 395	3	50 minutes	13	39	6
19.	Compulsory	Digital Media and Youth Culture	COMM 384	3	50 minutes	13	39	6
20.	Elective	Video Production	COMM 117	3	50 minutes	13	39	6



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Semester E								
21.	Compulsory	Social Media Marketing	MKTG 301	3	50 minutes	13	39	6
22.	Compulsory	Marketing Research and Data Analytics	MKTG 396	3	50 minutes	13	39	6
23.	Compulsory	Media Literacy	COMM 400	3	50 minutes	13	39	6
24.	Compulsory	Gender and Communication	COMM 431	3	50 minutes	13	39	6
25.	Elective	Lifestyle and Fan-Based Media	COMM 401	3	50 minutes	13	39	6
Semester F								
26.	Compulsory	Media and Cultural Theory	COMM 441	3	50 minutes	13	39	6
27.	Compulsory	Digital Marketing	MKTG 390	3	50 minutes	13	39	6
28.	Compulsory	PR Campaign Development and Management	COMM 422	3	50 minutes	13	39	6
29.	Compulsory	Brand Marketing	MKTG 400	3	50 minutes	13	39	6
30.	Elective	Media Literacy	COMM 400	3	50 minutes	13	39	6

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Semester G								
31.	Compulsory	Media Planning	MKTG 405	3	50 minutes	13	39	6
32.	Compulsory	Senior Year Project	COMM 490	N/A	N/A	13	39	6
33.	Compulsory	Advertising and Creativity in the Digital Age	COMM 443	3	50 minutes	13	39	6
34.	Elective	Organizational Behavior	BADM 234	3	50 minutes	13	39	6
35.	Elective	Small Firms and B2B Marketing	MKTG 388	3	50 minutes	13	39	6
Semester H								
36.	Elective	Strategy and Business Policy	BADM 475	3	50 minutes	13	39	6
37.	Compulsory	Internship in PR, Advertising and Marketing (120 hours)	COMM 445	3	50 minutes	13	39	6
38.	Elective	Marketing of Services	MKTG 380	3	50 minutes	13	39	6
39.	Compulsory	Consumer Behavior	MKTG 496	N/A	N/A	13	N/A	6
40.	Compulsory	Strategic Marketing	MKTG 493	3	50 minutes	13	39	6