

YENI YUZYIL UNIVERSITY INSTITUTE OF SOCIAL SCIENCES  
DEPARTMENT OF MEDIA AND COMMUNICATION MANAGEMENT  
MEDIA AND COMMUNICATION MANAGEMENT PROGRAM (NON-THESIS)  
2022-2023 ACADEMIC YEAR COURSE SCHEDULE

FALL SEMESTER						SPRING SEMESTER					
I. SEMESTER						II. SEMESTER					
CODE	COURSE NAME	T	P	C	ECTS	CODE	COURSE NAME	T	P	C	ECTS
IY501	Communication Research Methods and Ethics	3	0	3	6	IY514	Media and Politics	3	0	3	6
IY533	Media Relations Management	3	0	3	6	IY543	Communication and Media Theories	3	0	3	6
IY511	Corporate Communications Management	3	0	3	6		Elective Course	3	0	3	6
	Elective Course	3	0	3	6		Elective Course	3	0	3	6
	Elective Course	3	0	3	6		Elective Course	3	0	3	6
TOPLAM		15	0	15	30	TOPLAM		15	0	15	30
III. SEMESTER						IV. SEMESTER					
IY580	Graduation Project	0	0	0	30	IY580	Graduation Project	0	0	0	30
TOPLAM					30	TOPLAM					30
						TOTAL ECTS: 120					
ELECTIVE COURSES											
IY561	Culture and Identity in New Media	3	0	3	6	IY562	Integrated Marketing Communications	3	0	3	6
IY513	Persuasion Theories	3	0	3	6	IY555	Audiovisual Design	3	0	3	6
IY567	Media Psychology	3	0	3	6	IY520	Intercultural Communication	3	0	3	6
IY541	Leadership and Entrepreneurship	3	0	3	6	IY542	Ethics in New Media	3	0	3	6
IY521	Media and Social Memory	3	0	3	6	IY532	Extended Reality Technologies	3	0	3	6
						IY551	Social Issues and Digital Media	3	0	3	6