

YENI YUZYIL UNIVERSITY INSTITUTE OF SOCIAL SCIENCES
DEPARTMENT OF MEDIA AND COMMUNICATION MANAGEMENT
MEDIA AND COMMUNICATION MANAGEMENT PROGRAM (WITH-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
IY502*	Seminar	1	0	0	3		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		16	0	15	33	TOPLAM		15	0	15	30
III. SEMESTER						IV. SEMESTER					
IY590**	Master Thesis Study	0	0	0	30	IY590**	Master Thesis Study	0	0	0	30
TOPLAM					30	TOPLAM					30
						TOTAL ECTS: 123					
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

*Seminar course is a non-credit course and students who enroll in Spring semester, will take this course in Fall semester.

**Thesis is 60 ECTS in total, it is evaluated by a G(Progress) note until completion and not included in ECTS total. When the students are graduated or disassociated, Thesis course evaluated as BI (Successful) or BZ (Failed).