

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY



KTO KARATAY
ÜNİVERSİTESİ

KTO KARATAY UNIVERSITY FACULTY OF SOCIAL AND HUMAN SCIENCES

ERASMUS+ Course Catalog

for the academic year 2019/2020 Fall and Spring Semester

KONYA, 2019-2020

LIST OF COURSES WITH CODES

TBT 101 - Introduction to Computer Technologies	ITY 302 - Design Studio II
ING 101 - English I	ITY 303 - Picture and Sound Applications I
ING 102 - English II	ITY 304 - Picture and Sound Applications II
ITY 103 - Basic Design I	ITY 305 - Interaction Design I
ITY 104 - Basic Design II	ITY 306 - Interaction Design II
ITY 105 - Introduction to Communication I	ITY 307 - Creative Writing
ITY 106 - Computer Aided Design	ITY 308 - Corporate Identity Design
ITY 107 - Communication Psychology I	ITY 309 - Political Communication Campaigns
ITY 108 - Business Principles	ITY 310 - Presentation Techniques
ITY 110 - Sociology	ITY 401 - Graduation Project I
ITY 112 - Media and Communication	ITY 402 - Graduation Project II
ITY 201 - Typography	ITY 403 - Publication Design
ITY 202 - Typography Applications	ITY 404 - Strategic Marketing Methods
ITY 203 - Interface and Web Design	ITY 406 - Social Responsibility Campaign Design
ITY 204 - New Media	ITY 407 - Internship
ITY 205 - Introduction to Advertising	ITY 408 - Communication Law
ITY 206 - Advertising Practices	ITY 410 - Design Project Management
ITY 207 - Consumer Behavior	ITYS 501 - Visual Perception and Thinking
ITY 208 - Integrated Marketing Communication	ITYS 502 - Design Analysis
ITY 209 - Economy	ITYS 503 - Scientific Research Methods
ITY 301 - Design Studio I	ITYS 504 - Information Systems Management

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

- ITYS 505** - Advertising Photography
- ITYS 506** - Strategic Communication
- ITYS 507** - History of Graphic Design
- ITYS 508** - International Communication
- ITYS 509** - Media and Critical Thinking
- ITYS 510** - History of Civilization
- ITYS 511** - Public Relations and Promotion Policies
- ITYS 512** - Media Relations
- ITYS 513** - Communication Research Analysis
- ITYS 514** - Media Literacy
- ITYS 515** - Cyber Culture
- ITYS 516** - Case Studies in Communication
- ITYS 517** - Digital Illustration
- ITYS 518** - Text Analysis
- ITYS 519** - Communication Ethics
- ITYS 520** - Design-Focused Concept Development
- ITYS 521** - Interpersonal Communication
- ITYS 522** - Media Management
- ITYS 523** - Information Design
- ITYS 524** - Media and Politics
- ITYS 525** - Academic Writing
- ITYS 526** - Experiential Design
- ITYS 527** - Advertisement Graphics
- ITYS 528** - Creative Drama
- ITYS 529** - Social Media
- ITYS 530** - User Experience Design
- ITYS 531** - Semiotics
- ITYS 532** - HR Management and Communication
- ITYS 533** - Social Responsibility Campaigns
- ITYS 534** - E-Commerce
- ITYS 535** - Experimental Typography
- ITYS 536** - Crisis and Reputation Management
- ITYS 537** - Popular Culture and Media
- ITYS 538** - Advertising Film Production
- ITYS 539** - Corporate Communication
- ITYS 540** - Vocational Foreign Language
- ITYS 541** - Advertisement Analysis
- ITYS 542** - Institution and Brand Identity on Web
- ITYS 543** - Effective Communication and Body Lang.
- ITYS 544** - Gamification
- ITYS 545** - Public Opinion and Market Research
- ITYS 546** - Mobile Application Design
- ITYS 547** - Multimedia Applications
- ITYS 548** - Public Diplomacy and Propaganda

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

ITYS 549 - Desktop Publishing

ITYS 550 - Animation

ITYS 551 - Sustainable Design

ITYS 552 - Protocol Management

ITYS 553 - Mass Communication Theories

ITYS 554 - Digital Broadcasting

MED 101 - Culture Desc. and Karatay Madrasah

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Introduction to Computer Technologies - **Course Code:** TBT 101

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 1st Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Basic computer concepts, office programs	
EFFECTS OF EDUCATION PROCESS: To have knowledge about management information systems and information applications used in various fields of communication design and management department and to be able to use necessary software.	
LITERATURE (OPTIONAL):	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BÜLENT BİNGÖL	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: English I - **Course Code:** ING 101

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 2	ECTS TYPE: ECTS (3)
SEMESTER: Fall	CLASS LEVEL: 1st Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: This course will cover basic English grammar skills of reading comprehension, writing, listening comprehension and speaking. includes teaching	
EFFECTS OF EDUCATION PROCESS: To learn the grammatical rules of the English language, to be knowledgeable about the language structure, to create and improve reading, writing, listening and speaking skills in this language.	
LITERATURE (OPTIONAL): Intelligent Business- Coursebook, Johnson,2009, Intelligent Business-Skillsbook, Barrall, 2008	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. EDA SEZERER ALBAYRAK	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: English II - **Course Code:** ING 102

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 2	ECTS TYPE: ECTS (3)
SEMESTER: Spring	CLASS LEVEL: 1st Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Location – Field of Dreams, Make Appointmentsby Phone, JobSeeking, Show round a New Colleague, Selling, Making Suggestions, Memos, Price – Pushing down Prices, Present Information, Insurance, Present an Argument, Service – A Complaint is a Gift, Deal with Problems, Letters	
EFFECTS OF EDUCATION PROCESS: The topics of the first semester are continued and the knowledge is reinforced.	
LITERATURE (OPTIONAL): Intelligent Business- Coursebook, Johnson,2009, Intelligent Business-Skillsbook, Barrall, 2008,Intelligent Business- Workbook, Barrall, 2007	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. EDA SEZERER ALBAYRAK	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Basic Design I - **Course Code:** ITY 103

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (6)
SEMESTER: Fall	CLASS LEVEL: 1st Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Basic design principles and elements, history of design, development process, relation with art movements and design applications.	
EFFECTS OF EDUCATION PROCESS: To understand the basic design principles and elements, to develop the ability to design by making applications.	
LITERATURE (OPTIONAL): Nilgün Görür Tamer (2012). Görsel Eğitimde Yaratıcılık ve Temel Tasarım: Nobel Yayınları. ,Esmâ Cıvırcı (2015). Temel Tasarım ve Tasarım İlkeleri: Akademisyen Yayınları.	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BÜLENT BİNGÖL	

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Course Name: Basic Design II - **Course Code:** ITY 104

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (6)
SEMESTER: Spring	CLASS LEVEL: 1st Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Designing using basic design principles and elements. Concept development and design product creation for specified design problems.	
EFFECTS OF EDUCATION PROCESS: To understand the basic design principles and elements, to develop the ability to design by making applications.	
LITERATURE (OPTIONAL): Tevfik Fikret Uçar (2014). Görsel İletişim ve Grafik Tasarım Tasarım: İnkılap Yayınları. ,Yakup Öztuna (2007). Görsel İletişimde Temel Tasarım ve: Yorum Sanat Yayınları	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	

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LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BÜLENT BİNGÖL

Course Name: Introduction to Communication I - **Course Code:** ITY 105

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 1st Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Create a basic definition of the field, to recognize some of the approaches used in communication and media studies and to increase students' knowledge of media. It focuses on the origins of communication and the transformations it has undergone since the beginning.	
EFFECTS OF EDUCATION PROCESS: The aim of this course is; communication processes, basic communication concepts, history of communication, structure, functions, properties, types, communication sciences, relations with other disciplines, communication models and communication ethics is to inform students. To teach basic concepts and approaches.	
LITERATURE (OPTIONAL): Güngör, Nazife. İletişime Giriş. Ankara: Siyasal Kitabevi, 2015, Oskay, Ünsal. İletişimin ABC'si. İstanbul: Alfa Yayınları, 2005 , Baldini, Massimo. İletişim Tarihi. İstanbul: Avcı	
TEACHING METHODS: Verbally	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

ASSESSMENT METHODS: Midterm Exam and Final

LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. EDA SEZERER ALBAYRAK

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Computer Aided Design - **Course Code:** ITY 106

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 1st Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Using up-to-date design software, designing in computer environment and converting to ready-to-run modules	
EFFECTS OF EDUCATION PROCESS: To teach design technology to students and to gain ability to design in computer environment.	
LITERATURE (OPTIONAL): Andrew Faulkner, Conrad Chavez (2016). Photoshop CC: Adobe Yayınları.,Brian Wood (2016). Adobe Illustrator CC: Adobe Yayınları.,Kelly Kordes, John Cruise (2016). Ado	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BÜLENT BİNGÖL	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Communication Psychology I - **Course Code:** ITY 107

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (3)
SEMESTER: Fall	CLASS LEVEL: 1st Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Psychology as a science, research methods in psychology, statistics, evolutionary and biological foundations of behavior, affect and perception, mind, consciousness, learning, memory, cognitive processes	
EFFECTS OF EDUCATION PROCESS: This course is an introduction to the basic subjects of psychology. Basic fields of study, concepts, sensation and perception of psychology, including topics such as memory, intelligence, language and cognition, emotion and motivation An overview of the science of psychology.	
LITERATURE (OPTIONAL): Gerrig, R. J. & Zimbardo, P. G. (2012). Psikolojiye Giriş: Psikoloji ve Yaşam (19. Baskı). (Çev. Gamze Sert): Ankara: Nobel Yayıncılık.Morris, C. G. (2013). Psikolojiyi Anlamak	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. SEHER AKDENİZ	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Business Principles - **Course Code:** ITY 108

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (3)
SEMESTER: Spring	CLASS LEVEL: 1st Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Management and the introduction of terminology that business environment, economic systems in the world and Turkey, the structure of enterprises and business environment, accounting, marketing, financing, basic business functions such as human resources management, basic principles used in making business decisions and processes takes place.	
EFFECTS OF EDUCATION PROCESS: The aim of the course is to introduce the students to the basic principles of the business environment and business world.	
LITERATURE (OPTIONAL): Tuncer, D., Ayhan, D.Y., Varoğlu, D. (2008). Genel İşletmecilik Bilgileri	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Prof. Dr. ÇAĞATAY ÜNÜSAN	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Sociology - **Course Code:** ITY 110

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (3)
SEMESTER: Spring	CLASS LEVEL: 1st Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: The basic sociological concepts are predefined as facts and processes. Social interaction networks and culture as the main component of society which is the pattern of these networks; family, economy, religion, education, politics, law.	
EFFECTS OF EDUCATION PROCESS: The main concepts, administrations and processes of preparing sociology knowledge will be discussed	
LITERATURE (OPTIONAL): Değişen Dünyada Sosyoloji, Veysel Bozkurt, 2005,Sosyoloji Nedir? Joseph Fichter , 2006	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. HATİCE BUDAK	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Media and Communication - **Course Code:** ITY 112

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 1st Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Traditional media, new media, new media and society, new media public opinion, political participation, propaganda, hate speech, citizen journalism, social movements, new media advertising and marketing relations.	
EFFECTS OF EDUCATION PROCESS: To understand the media and communication concepts in historical development process and to relate these two concepts to students.	
LITERATURE (OPTIONAL): Himmet Hülür ve Cem Yaşin (2016). Yeni Medya: Kullanıcının Yükselişi. Ütopya Yayınları ,Medya ve Popüler Kültür (2015). Okur Kitaplığı Yayınları	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BİROL BÜYÜKDOĞAN	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Typography - **Course Code:** ITY 201

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (5)
SEMESTER: Fall	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: This course will focus on the definition of typography, historical development and font families. The effect of letter anatomy as a visual element in design will be emphasized and projects will be created in this context.	
EFFECTS OF EDUCATION PROCESS: The aim of the course is to enable students to design typography as a design element when designing.	
LITERATURE (OPTIONAL): CRAIG; J. (1990). Basic typography: a design manual, New York: Watson-Guptill Publications. AMBROSE, G. (2006). The Fundamentals of Typography, AVA Publishing	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BÜLENT BİNGÖL	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Typography Applications - **Course Code:** ITY 202

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (5)
SEMESTER: Spring	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: This course is aimed to use the basis of the typography used in the ITY201 typography course by understanding the background of the design research and understanding the cause and effects of the design and putting the emerging design on a solid basis. In this course screen typography and kinetic typography, which is the continuation of the typography course, will be emphasized.	
EFFECTS OF EDUCATION PROCESS: The aim of the course is to make sure that students learn to design typography as a design element when designing.	
LITERATURE (OPTIONAL): CRAIG; J. (2006). Designing with Type: The Essential Guide to Typography, Watson-Guptill. SOLOMON, M. (1986). The art of typography: an introduction to typo-icon-ography, New York: Watson-Guptill Publications.	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BÜLENT BİNGÖL	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Interface and Web Design - **Course Code:** ITY 203

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (5)
SEMESTER: Fall	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: This course involves the design and implementation of a web site for publication on the internet.	
EFFECTS OF EDUCATION PROCESS: It is aimed to gain the ability of the student to present products in interface-web design and management.	
LITERATURE (OPTIONAL): PANNAFINO, J. (2012). Interdisciplinary Interaction Design, Assiduous Publishing,ROBBINS J. (2018). Learning Web Design, O’Reilly Publishing	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BÜLENT BİNGÖL	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: New Media - Course Code: ITY 204

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Social, economic and managerial processes in creativity in the new media, information and communication technologies. An examination of the increasingly widespread social communication in cyberspace and its resulting social networks. The effects of the virtuality of cyberspace on the individual and the resulting dynamics of socialization.	
EFFECTS OF EDUCATION PROCESS: The aim of the course is to teach the concepts, terminology and application areas used in New Media and Information Technologies which are in the process of rapid development.	
LITERATURE (OPTIONAL): YENGİN, D. (2018). Yeni Medya ve... Anahtar Kitaplar, BİNARK; M. (2007). Yeni medya Çalışmaları, Dipnot yayınları	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. EDA SEZERER ALBAYRAK	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Introduction to Advertising - **Course Code:** ITY 205

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Advertising, Ad Channels, Advertising Agencies, Marketing and Marketing Ad, Ad Types.	
EFFECTS OF EDUCATION PROCESS: The aim of this course is to make students learn advertising communication. It is aimed to teach general information, advertising models and advertising media about basic issues such as advertiser, target audience, advertising campaigns, strategy and copywriting.	
LITERATURE (OPTIONAL): Reklam ve Reklamcılık, Müge Elden, Say Yayınları, 2016, İstanbul	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. EDA SEZERER ALBAYRAK	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Advertising Practices - **Course Code:** ITY 206

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (3)
SEMESTER: Spring	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Advertising, Ad Channels, Advertising Agencies, Marketing and Advertising, Ad Types	
EFFECTS OF EDUCATION PROCESS: The aim of this course is to make students learn advertising communication. It is aimed to teach general information, advertising models and advertising media about basic issues such as advertiser, target group, advertising campaigns, strategy and copywriting.	
LITERATURE (OPTIONAL): Müge Elden, Reklam ve Reklamcılık, Say Yayınları, 2010. , Müge Elden, Reklam ve Reklamcılık, Say Yayınları, 2010. , Yaratıcı Sıçramalar, Micheal Newman	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. EDA SEZERER ALBAYRAK	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Consumer Behavior - **Course Code:** ITY 207

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (3)
SEMESTER: Fall	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Psychological and social reasons of consumer behavior, purchasing behavior, customer relationship concept, communication with customers, customer acquisition.	
EFFECTS OF EDUCATION PROCESS: To explain the various components of consumer behavior and evaluate them for developing marketing practices in profit-making and/or non-profit organizations, demonstrating customer needs and needs, understanding customer value management and customer loyalty.	
LITERATURE (OPTIONAL): Yavuz Odabaşı (2009). Tüketici Davranışları. Mediacat Yayınları Yavuz Odabaşı(2015). Müşteri İlişkileri Yönetimi. Aura Yayınevi	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BİROL BÜYÜKDOĞAN	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Integrated Marketing Communication - **Course Code:** ITY 208

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (3)
SEMESTER: Spring	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: In this course, marketing communication will be examined with an integrated perspective; advertising, public relations; The role and importance of the tools such as consumer and commercial channel promotion activities and fairs and sponsorships will be evaluated by taking into consideration the views of the theorists and practitioners.	
EFFECTS OF EDUCATION PROCESS: The aim of this course is to introduce the basic concepts, theories and applications of marketing communication; To be able to critically evaluate and question the emergence and evolution of the phenomenon of integrated marketing communication.	
LITERATURE (OPTIONAL): Essentials of Marketing Communication, Blythe, 2006. , Bütünleşik Pazarlama İletişimi, Bozkurt, 2005	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Prof. Dr. ÇAĞATAY ÜNÜSAN	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Economy - **Course Code:** ITY 209

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (3)
SEMESTER: Fall	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Basic economic concepts, consumer, producer and cost theories, market types and structures, market failures	
EFFECTS OF EDUCATION PROCESS: To explain basic economic concepts in theoretical, analytical and algebraic terms	
LITERATURE (OPTIONAL): İktisada Giriş, Orhan Çoban, 2010 , Temel Ekonomi, Tümay Ertek, 2005	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Associate Prof. Dr. BİLGE AFŞAR	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Design Studio I - **Course Code:** ITY 301

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (6)
SEMESTER: Fall	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: To do research, to develop strategy, to produce creative ideas and to transform the resulting ideas into a design product by visualizing them in individual or group work.	
EFFECTS OF EDUCATION PROCESS: To demonstrate the communication design needs of a product, service or social responsibility project and to transform them into products by developing visual solutions.	
LITERATURE (OPTIONAL): Emre Becer (2015). İletişim ve Grafik Tasarım: Dost Kitabevi Yayınları. , Tevfik Fikret Uçar (20145). Görsel İletişim ve Grafik Tasarım: İnkılap Yayınları	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BÜLENT BİNGÖL	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Design Studio II - **Course Code:** İTY 302

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (6)
SEMESTER: Spring	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: In this course, which is the continuation of İTY301 Design Studio I course, the scope and content of the projects previously carried out are expanded one step to the top in order to approach the expectations of the sector.	
EFFECTS OF EDUCATION PROCESS: To demonstrate the communication design needs of a product, service or social responsibility project and to transform them into products by developing visual solutions.	
LITERATURE (OPTIONAL): Emre Becer (2015). İletişim ve Grafik Tasarım: Dost Kitabevi Yayınları , Tevfik Fikret Uçar (20145). Görsel İletişim ve Grafik Tasarım: İnkılap Yayınları	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Picture and Sound Applications I - **Course Code:** ITY 303

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (5)
SEMESTER: Fall	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Obtain the original design product by assembling and editing pre-made audio and image files using appropriate software and hardware.	
EFFECTS OF EDUCATION PROCESS: To comprehend the arrangement of sound and image in computer environment according to pre-determined design concept.	
LITERATURE (OPTIONAL): SCHELL J. (2006) Adobe Premiere Pro 2 Hands-On Training, Lynda.com. , SATIR, M. (2002) Adobe Premiere ile Dijital Video, Murat Satır, İstanbul:Pusula Yayıncılık	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BÜLENT BİNGÖL	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Picture and Sound Applications II - **Course Code:** ITY 304

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (5)
SEMESTER: Spring	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: This course, which is the continuation of İTY 303 Visual and Audio Applications I, includes advanced video production, 3D material design and product transformation.	
EFFECTS OF EDUCATION PROCESS: To comprehend the arrangement of sound and image in computer environment according to predetermined design concept.	
LITERATURE (OPTIONAL): RANKIN J. ve ULRICH A. (2005) Adobe After Effects 6.5 Magic, Springer Berlin: Heidelberg. , Adobe After Effects CS3 Yetkili Eğitim (2009), MEDYASOFT YAYINLARI	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Interaction Design I - **Course Code:** ITY 305

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (5)
SEMESTER: Fall	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Designing media and interfaces using design programs that enable the user to interact and interact with the screen environment such as the Internet and mobile devices.	
EFFECTS OF EDUCATION PROCESS: To comprehend and apply the design of visual communication design projects/campaigns, interactive media and interfaces that reach the target audience in digital environment such as web and mobile.	
LITERATURE (OPTIONAL):	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BÜLENT BİNGÖL	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Interaction Design II - **Course Code:** İTY 306

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (5)
SEMESTER: Spring	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: In this course, which is the continuation of İTY305 Interaction Design I course, preparation of projects that are more comprehensive and can meet the needs of the sector.	
EFFECTS OF EDUCATION PROCESS: To comprehend and apply the design of visual communication design projects/campaigns, interactive media and interfaces that reach the target audience in digital environment such as web and mobile.	
LITERATURE (OPTIONAL): Kullanışlı Web Siteleri Yaratma (Web Kullanışlılığına Sağduyulu Yaklaşım) Steve Krug	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Creative Writing - **Course Code:** ITY 307

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (3)
SEMESTER: Fall	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS:	
EFFECTS OF EDUCATION PROCESS: To give theoretical information on creative writing and make applications	
LITERATURE (OPTIONAL): Ray Bradbury (2015). Yazın Sanatı ve Yaratıcı Yazarlık. İstanbul: Altıkırkbeş Basın Yayın , Müge Elden (2016). Reklam Yazarlığı. İstanbul: İletişim Yayınları	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. ÇAĞRI GÜMÜŞ	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Corporate Identity Design - **Course Code:** ITY 308

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (3)
SEMESTER: Spring	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Renewing the identity of an organization or brand or developing a corporate identity project for a new company or brand.	
EFFECTS OF EDUCATION PROCESS: The aim of the course is to teach the corporate culture, corporate identity and branding, and to teach the application of original corporate identity design.	
LITERATURE (OPTIONAL): OLINS, W. (1989), Corporate Identity; How to Make Business Strategy Visible Through Design, Massachusetts: Harvard Business School Press. ,REIL, V. (1995), Principles	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Political Communication Campaigns - **Course Code:** ITY 309

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (3)
SEMESTER: Fall	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: The process of professionalization in political communication, political marketing, integrated marketing approach in political campaign planning, political campaign strategy, political market, target audience in political communication, political campaign communication, political advertising, public relations, political brand, topics such as topics and case studies.	
EFFECTS OF EDUCATION PROCESS: 1. To examine the concepts and theoretical approaches related to political communication. 2. Analyze political communication in a traditional and critical perspective. 3. To demonstrate the role of political communication in providing political legitimacy. 4. To analyze media effects on political speech and political discourse. 5. To identify the changes in the political communication, political marketing, political advertising, and to determine the factors that may have an impact on the voting behavior of the election.	
LITERATURE (OPTIONAL): Gürbüz, E. ve İnal, E. (2004). Siyasal Pazarlama, Nobel Yayın Dağıtım, Ankara, Heywood, A. (2006). Siyaset, Özipek, B.B. ve ark. (çev.), Liberte Yayınları, Ankara, Siyasal	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. EDA SEZERER ALBAYRAK	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Presentation Techniques - **Course Code:** ITY 310

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (3)
SEMESTER: Spring	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Preparation for presentation, formal rules, visuals, what to do at the time of presentation, common mistakes in presentation.	
EFFECTS OF EDUCATION PROCESS: The aim of this course is to develop students' knowledge and skills to make effective presentations in front of the students both in lectures and in projects.	
LITERATURE (OPTIONAL): TÜBİTAK. Etkili Sunumlar İçin El Kitabı	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Graduation Project I - **Course Code:** ITY 401

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (8)
SEMESTER: Fall	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Covers the process of implementing all phases of a design project in line with the expectations of the real sector.	
EFFECTS OF EDUCATION PROCESS: To teach the process of defining, developing, designing, implementing and presenting a design problem.	
LITERATURE (OPTIONAL): Emre Becer (2015). İletişim ve Grafik Tasarım: Dost Kitabevi Yayınları , Tevfik Fikret Uçar (20145). Görsel İletişim ve Grafik Tasarım: İnkılap Yayınları	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Graduation Project II - **Course Code:** ITY 402

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (8)
SEMESTER: Spring	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: ITY 401	
CONTENTS: In this course, which is the continuation of İTY 401 Graduation Project I, the project, which is started in the first period, is developed and presented.	
EFFECTS OF EDUCATION PROCESS: To teach the process of defining, developing, designing, implementing and presenting a design problem.	
LITERATURE (OPTIONAL): Emre Becer (2015). İletişim ve Grafik Tasarım: Dost Kitabevi Yayınları. , Tevfik Fikret Uçar (20145). Görsel İletişim ve Grafik Tasarım: İnkılap Yayınları	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Publication Design - **Course Code:** ITY 403

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (5)
SEMESTER: Fall	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Designing appropriate media and design products using computer programs used in desktop and digital publishing.	
EFFECTS OF EDUCATION PROCESS: The aim of the course is to teach the design and application of media publishing and digital publishing.	
LITERATURE (OPTIONAL): Masaüstü Yayıncılık ve Basım Kılavuzu(2006). Brian P. Lawler. Alfa Yayıncılık , Introduction To Desktop Publishing with Digital Graphics (2007).Kevin Niemeyer. McGraw-Hi	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Strategic Marketing Methods - **Course Code:** ITY 404

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (3)
SEMESTER: Spring	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Course Content, Basic concepts of marketing, demand-demand demand, understanding of the critical importance of marketing in organizations and societies, situation analysis, marketing planning, strategic business units, swot analysis, business portfolio analysis, product life cycle, market entry strategies, growth strategies, competitive marketing strategies, downsizing strategies, marketing control.	
EFFECTS OF EDUCATION PROCESS: In this course; In the markets affected by many factors, which are constantly changing and both macro and micro, the students will be able to develop what kind of marketing strategies to keep up with this change, how to choose the most appropriate marketing strategies in different stages of product-life curve, to be grasped by.	
LITERATURE (OPTIONAL): Torlak, Ö. ve Altunışık, R. (Ed) (2012) “Pazarlama Stratejileri Yönetmel Bir Yaklaşım”, Beta Yayınları: Ankara	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Social Responsibility Campaign Design - **Course Code:** ITY 406

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Social responsibility includes the campaign process; background research, strategy setting, concept development, media planning and conversion to product.	
EFFECTS OF EDUCATION PROCESS: To comprehend the concept of social responsibility, application areas and to develop design projects for social responsibility projects.	
LITERATURE (OPTIONAL): Elvettin Akman , Kenan Ören , H. Bahadır Eser (2015). Sosyal Sorumluluk: Pelikan Yayınları. ,Ebru Özgen (2017). Kurumsal Sosyal Sorumluluk Projeleri: Profil Kitap.	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BÜLENT BİNGÖL	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Internship - **Course Code:** ITY 407

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 0	ECTS TYPE: ECTS (6)
SEMESTER: Fall	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: To know the professional scope of visual communication designer, to find the real value of the information given in the school, to understand the internal dynamics of professional life, to establish social relations between projects and practitioner/supervisor, to keep up with the discipline and pace of work, to be able to carry out the works started with sketch until the final point, to follow the works and colleagues and project managers to communicate successfully.	
EFFECTS OF EDUCATION PROCESS: To work on the projects that the visual communication designer will be able to prepare himself for the sector by experiencing the professional and managerial problems he/she will face in professional life.	
LITERATURE (OPTIONAL):	
TEACHING METHODS:	
ASSESSMENT METHODS:	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BÜLENT BİNGÖL	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Communication Law - **Course Code:** ITY 408

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (3)
SEMESTER: Spring	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: The course covers the basic concepts of communication law and discusses the legal processes of media organizations in detail.	
EFFECTS OF EDUCATION PROCESS: The aim of this course is to introduce the basic concepts of communication law, to discuss the freedom of communication and to examine the legal regulations related to media institutions and organizations.	
LITERATURE (OPTIONAL): Sevil Yıldız, Medya ve Hukuk, Nobel Yayıncılık, Konya, 2013	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BİROL BÜYÜKDOĞAN	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Design Project Management - **Course Code:** ITY 410

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Compulsory
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: To implement all phases of the completion of a comprehensive design project in an individual or group work.	
EFFECTS OF EDUCATION PROCESS: To teach the basic concepts of design management, strategic, functional, operational and sustainable aspects of the process.	
LITERATURE (OPTIONAL): MAZOTA B. B. (2005) Tasarım Yönetimi, MediaCat Kitapları. , BEST K. (2006) Design Management: Managing Design Strategy, Process and Implementation, AVA Publishing	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Visual Perception and Thinking - **Course Code:** ITYS 501

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 2nb Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Course Content Visual environments and optics, lightness, brightness, contrast and stability, color, attention, object perception, space perception, types of visualization, efficiency and efficiency of visualizations, information visualization as science.	
EFFECTS OF EDUCATION PROCESS: To provide students with some visualization techniques that are central in effective visual communication design, as well as some relevant aspects of human perceptual functioning.	
LITERATURE (OPTIONAL): RUDOLF A. (2018) Görsel Düşünme, Metis Yayıncılık. , JOHN B. (2018) Görme Biçimleri, Metis Yayıncılık.	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BÜLENT BİNGÖL	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Design Analysis - **Course Code:** ITYS 502

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Examine the sample design projects and evaluate the target audience of the design and develop a critical point of view to ensure that the message is delivered to the recipient.	
EFFECTS OF EDUCATION PROCESS: Examine the design examples from a critical point of view and reflect on design projects by doing background research	
LITERATURE (OPTIONAL): Parker, Roger C. (2004) Commandments of Guerrilla Marketing Design. , John Fiske, İletişim Çalışmalarına Giriş. (2003). (Çev. Süleyman İrvan) (Bilim ve Sanat,	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Scientific Research Methods - Course Code: ITYS 503

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Science-Scientific Method- Scientific Research, Types of Scientific Research, Scientific Research Process, Determination of Research Problem, Research Method, Universe-Sampling, Data Collection, Data Collection Methods and Measurement, Data Processing, Data Analysis, Findings and Interpretations.	
EFFECTS OF EDUCATION PROCESS: Determining how to conduct a research on a scientific basis and what kind of design and analysis process should be followed in relation to the case studies; especially in the field of applied research, computer data processing, analysis and interpretation of the data used in the application of numerical analysis techniques in the application of the use of package programs to be introduced in the computer environment	
LITERATURE (OPTIONAL): Ali Yıldırım ve Hasan Şimşek. (2011). Sosyal Bilimlerde Nitel Araştırma Yöntemleri. 8. Baskı. Ankara: Seçkin Yayıncılık. Remzi Altunışık, Recai Coşkun, Engin Yıldırım ve Se	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BİROL BÜYÜKDOĞAN	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Information Systems Management - **Course Code:** ITYS 504

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Includes the way in which computer-based systems work and use, providing tools for organizing, evaluating and efficiently managing departments within an organization.	
EFFECTS OF EDUCATION PROCESS: Comprehending an information management process that includes computer automation (software and hardware) or supports and improves the quality and efficiency of business operations and human decision making.	
LITERATURE (OPTIONAL): Kenneth C. Laudon (2017), Jane P. Laudon. Management Information Systems: Managing the Digital Firm. Pearson , Ken J. Sousa, Effy Oz (2014). Management Information	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Advertising Photography - **Course Code:** ITYS 505

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Photography and advertising photography in technical and aesthetic aspects to handle with practical.	
EFFECTS OF EDUCATION PROCESS: To teach advertising photography in terms of quality, shooting process and technical context and to gain the ability to use the obtained images as a product in the field of advertising.	
LITERATURE (OPTIONAL): Seyhan Kurt, Metin Kasım (2005) Reklam Fotoğrafçılığı. Çizgi Kitabevi , Osman Ürper. (2012) Dijital Teknoloji Çağında Reklam Fotoğrafçılığı. Say Yayınları	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Strategic Communication - **Course Code:** ITYS 506

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Strategic communication management, event management, case studies, media use in public relations applications, internet and ethics.	
EFFECTS OF EDUCATION PROCESS: To give information about the management of campaigns by taking four strategic steps of public relations.	
LITERATURE (OPTIONAL): Filiz Balta Peltekoğlu (2016). Halkla İlişkiler Nedir? İstanbul: Beta Yayınları , İnci Çınarlı (2013). Stratejik İletişim Yönetimi. İstanbul: Beta Basım Yayım.	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: History of Graphic Design - **Course Code:** ITYS 507

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Examines the historical development of visual communication in the context of the historical process of graphic design.	
EFFECTS OF EDUCATION PROCESS: To inform about the historical development of visual communication and also to understand the reflections of the socio-economic and cultural structures of the world on the design from the stages of design to the present.	
LITERATURE (OPTIONAL): MEGGS, P.(1983) A History of Graphic Design. New York: Van Nostrand Reinhold., RAIZMAN, D. (2003) History of Modern Design. London: Lawrence King.	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: International Communication - **Course Code:** ITYS 508

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: International communication, international communication theories, new world order, globalization, international news agencies, new information systems.	
EFFECTS OF EDUCATION PROCESS: To know and analyze the methods of international communication and current events.	
LITERATURE (OPTIONAL): Meltem Bostancı(2013). Uluslararası İletişim Ekonomi Politikası /İletişim Politikalarında Küreselleşme. Chiviyazıları Yayınev , Gonca Yıldırım(2015). Uluslararası Halkla İlişkiler	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BİROL BÜYÜKDOĞAN	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Media and Critical Thinking - **Course Code:** ITYS 509

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: In this course, in addition to theoretical debates, various application studies will be carried out and students are expected to experience critical reading and alternative content production processes as elements of critical media literacy. The workshop will be held in the course. The activist video will also be covered in practice.	
EFFECTS OF EDUCATION PROCESS: In the context of critical pedagogy in the context of the subject of literacy, it will first open the concept of arından education process, implicit curriculum, power amsal, Freire's contribution to the pre-conceptualization of the instructors at the theoretical and conceptual level; will be able to discuss the role of digital inequality in the concept of digital inequality by discussing the phenomenon of digital inequality by discussing the role of citizen journalism, participatory culture, participatory video and user-derived content production, new media literacy phenomena, critical literacy and ethics relationship.	
LITERATURE (OPTIONAL): İnal, K. (2009) Medya Okuryazarlığı El Kitabı. Ankara: Ütopya. Tyler, K. (Der.) (2010) Media Literacy: New Agendas in Communication. NY: Routledge. 1-8.Bölümler Arası.	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: History of Civilization - **Course Code:** ITYS 510

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: (4)
SEMESTER: Spring	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Ancient Asian and Egyptian civilizations, Ancient Greek and Hellenic civilizations and culture, Roman civilization, Middle Ages, Renaissance and reforms, Age of Enlightenment, American and French revolutions, Industrial revolution, XIX. century emerging trends and XX. The most important events of the century. I. and II. World wars and post-developments.	
EFFECTS OF EDUCATION PROCESS: Analyzing the effects of science, technology and art on each other by giving place to political, social, cultural and economic developments.	
LITERATURE (OPTIONAL): Belma Tokuroğlu, Abdullah Ersoy (2014). Uygarlık tarihi. İstanbul: İmaj Yayıncılık. , Seyithan Ateş (2016). Uygarlık Tarihi. Ankara: Nobel Yayıncılık	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Public Relations and Promotion Policies - **Course Code:** ITYS 511

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Public relations, public relations, public relations and communication, public relations practices, public relations and media.	
EFFECTS OF EDUCATION PROCESS: To know the concepts and applications of public relations.	
LITERATURE (OPTIONAL): Filiz Balta Peltekođlu (2016). Halkla İliřkiler Nedir? İstanbul: Beta Basım Yayım. , Fatma Gecikl (2016). Halkla İliřkiler ve İletişim. İstanbul: Beta Basım Yayım	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BİROL BÜYÜKDOĐAN	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Media Relations - **Course Code:** ITYS 512

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Public opinion, media control, media relations of public relations and public relations will be learned.	
EFFECTS OF EDUCATION PROCESS: There is a close connection between public relations and media. Although public relations appear to be in the position of the media in terms of its scope of activity, public relations in the sense of direction have the power to determine the content and concept of the media. It is aimed to analyze the relationship between public relations and media.	
LITERATURE (OPTIONAL): Sosyal Medya Halkla İlişkiler, Reklam ve Pazarlama Dr. Yeşim Güçdemir DERİN YAYINLARI , Sosyal Medya Halkla İlişkiler, Reklam ve Pazarlama Dr. Yeşim Güçdemir	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. EDA SEZERER ALBAYRAK	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Communication Research Analysis - **Course Code:** ITYS 513

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: History of Research in Social Sciences and Communication Research and some basic concepts Recall: Science, Theory, Experience, Empirical, Rational. TextAnalysis: Semiotics, Critical Linguistics, Ideological Analysis, Ideology-code-representation, etc.	
EFFECTS OF EDUCATION PROCESS: To provide descriptive knowledge about communication researches. In this course, it is aimed to teach current communication researches and make research designs.	
LITERATURE (OPTIONAL): John Fiske, İletişim Çalışmalarına Giriş, Ark yay., Ankara, 1996 (6,7,8 ve 9. bölümler). Erol Mutlu (der.), Kitle İletişim Kuramları, Ütopya yay., Ankara, 2005 (Kurt Lang'ın makalesi)	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Media Literacy - **Course Code:** ITYS 514

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Media literacy and its importance in the world and Turkey media literacy process, communication process, elements and communication, mass media, communication and mass media relations, media functions, the economic dimension, television, television broadcasting in Turkey, the television program types, families, children and television (TV viewing habits), negative effects of television, TV program analysis, stimulating icons, radio, functions, types and analysis of radio programs, Periods, functions, newspapers and magazines, basic concepts, News in Newspaper and the importance of photography, newspaper preparation application, journal types , Media, ethics and legislation.	
EFFECTS OF EDUCATION PROCESS: To provide students with information about the effects of media on social, cultural and economic life.	
LITERATURE (OPTIONAL): Medya Okuryazarlığı-Elkitabı - Kemal İnal	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. EDA SEZERER ALBAYRAK	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Cyber Culture - **Course Code:** ITYS 515

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Cyborg, virtual intelligence, cyberculture approaches, intellectual property, hacker culture.	
EFFECTS OF EDUCATION PROCESS: To have knowledge about criticism and criticism, critical approach.	
LITERATURE (OPTIONAL): Deniz Yengin (2014). Yeni Medya ve Dokunmatik Toplum. İstanbul: Derin Yayınları. , Emel Baştürk Akça (2014). Yeni Medya ve Dijital Yurttaşlık. Kocaeli: Umuttepe Yayınları	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Case Studies in Communication - **Course Code:** ITYS 516

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: There is a close connection between public relations and media. Although public relations appear to be in the position of the media in terms of its scope of activity, public relations in the sense of direction have the power to determine the content and concept of the media.	
EFFECTS OF EDUCATION PROCESS: To encourage students to design new public relations campaigns in the light of these approaches and theories by providing different public relations approaches and theories. To be aware of the difficulties and opportunities of public relations. To provide analysis and recommendations of public relations campaigns designed and implemented in different areas. Encourage students to design a team-related public relations campaign by enabling them to be efficient and willing in teamwork. To provide students with information about measuring the efficiency of public relations campaigns. To help students design a public relations campaign that can be applied as a result of the case studies given in the course	
LITERATURE (OPTIONAL): Ünsal Oskay, İletişimin ABC'si, Simavi Yayınları, İstanbul: 1994 Levent Yaylagül, Kitle İletişim Kuramları, Dipnot Yayınları, İstanbul:2006	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Digital Illustration - **Course Code:** ITYS 517

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Illustration in digital environment using computer program, and transform it into a graphical product.	
EFFECTS OF EDUCATION PROCESS: Comprehend conceptual digital illustration by teaching drawing techniques in computer environment.	
LITERATURE (OPTIONAL): ZEEGAN L. (2006) Fundamentals of Illustration, AVA Publishing. , BANKS A., HOLMES N. and LUCK S. (2003) The Complete Guide to Digital Illustration (Complete Guides),	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Text Analysis - **Course Code:** ITYS 518

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: The concept of text analysis, structuralism, meaning and indicators, post-structuralism, discourse and politics, psychoanalysis, analysis.	
EFFECTS OF EDUCATION PROCESS: To be able to analyze a text in the field of communication by knowing the concepts and techniques of text analysis.	
LITERATURE (OPTIONAL): Tahsin Yücel (2015). Yapısalcılık. İstanbul: Can Yayınları ,Michel Foucault (2010). Yapısalcılık ve Post Yapısalcılık. İstanbul: Birey Yayıncılık	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BİROL BÜYÜKDOĞAN	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Communication Ethics - **Course Code:** ITYS 519

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: To teach the rules of professional ethics and to give ethical decisions related to the profession, The position of mass media and principles and principles of press, principles of press profession, autocontrol.	
EFFECTS OF EDUCATION PROCESS: To give information about ethics and communication ethics and application examples.	
LITERATURE (OPTIONAL): Ruhdan Uzun, İletişim Etiği: Sorunlar, Sorumluluklar, Ankara: Dipnot Yay, 2009., Der. Bülent Çaplı-Hakan Tuncel. Televizyon Haberciliğinde Etik. Ankara: 2010.	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Design-Focused Concept Development - **Course Code:** ITYS 520

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: This course includes learning about creative development, concept development and idea generation methods and developing visual communication design projects using these methods.	
EFFECTS OF EDUCATION PROCESS: This course aims to provide the students with the ability to visualize the concept of creative thinking, idea generation, concept development, design product.	
LITERATURE (OPTIONAL): ELDEN, M. Reklam Yazarlığı, İstanbul: İletişim Yayınları. , FOSTER, J. Fikir Nasıl Bulunur, İstanbul: Media Cat Yayınları.	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BÜLENT BİNGÖL	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Interpersonal Communication - **Course Code:** ITYS 521

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: General description of the concept of communication, communication process, elements, operation, Definition, importance, terms and characteristics of interpersonal communication, Types of interpersonal communication, problems and barriers, Personal relations and behavior development processes, Social impact, social impact environments and varieties.	
EFFECTS OF EDUCATION PROCESS: This course aims to consolidate and deepen the courses of behavioral sciences and social psychology. In interpersonal relations, to understand the necessity of communication, to understand the process of communication, to comprehend the importance of self-recognition, to identify the meaning of the community is intended to identify.	
LITERATURE (OPTIONAL): Mustafa Özodaşık, Kişilerarası İletişim Ders Notları İletişimsizlik Becerisi, Kadir Özer, 2000, Sistem Y.; Yeniden İnsan İnsana, Doğan Cüceloğlu, Remzi Kitabevi.	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Media Management - **Course Code:** ITYS 522

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 2nd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: The content of this course is the search for solutions developed with the need to re-examine the media concepts formed within the new rules of the world economic order.	
EFFECTS OF EDUCATION PROCESS: The aim of the course is to teach media organizations economically, to teach students the economic structure of media organizations.	
LITERATURE (OPTIONAL): Picard Robert, Media Economics Concepts and Issues, Sage Pub., New York, 1989. Desmoulins Nadine Toussaint, Medya Ekonomisi, Çev., Galip Üstün, İletişim Yayınları	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Information Design - **Course Code:** ITYS 523

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: To transform the raw information into a design product in accordance with the determined concept.	
EFFECTS OF EDUCATION PROCESS: To teach the visualization of information by providing an effective and effective understanding	
LITERATURE (OPTIONAL): Jenn Visocky O'Grady (2008) The Information Design Handbook. HOW Books , Kim Baer (2010). Information Design Workbook: Graphic approaches, solutions, and inspiration	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BÜLENT BİNGÖL	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Media and Politics - **Course Code:** ITYS 524

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Gutter historical process of the course, the mass communication media, to the point where a political wording by human beings and being used as an instrument movement, until now ongoing is an interval of time, especially in relation to each other developments related to the politics and the press appeared in Turkey and critical is evaluated with glance.	
EFFECTS OF EDUCATION PROCESS: The aim of the course is to evaluate the relations between politics and the press in the west and then in our country in terms of politics, press, society and economy, and to make observations from an analytical and critical point of view.	
LITERATURE (OPTIONAL): Demir, Vedat(2007). Türkiye'de Medya ve Siyaset İlişkisi, Beta Yayınları Dursun, Davut (2006).Siyaset Bilimi, Beta Yayınları	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Academic Writing - **Course Code:** ITYS 525

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Academic text, formal and contextual rules, literature review, citation, sample applications.	
EFFECTS OF EDUCATION PROCESS: To be able to write an academic text by knowing text writing techniques and academic writing styles.	
LITERATURE (OPTIONAL): Filiz Balta Peltekođlu (2016). Halkla İliřkiler Nedir? İstanbul: Beta Basım Yayım , Fatma Gecikl (2016). Halkla İliřkiler ve İletişim. İstanbul: Beta Basım Yayım	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Experiential Design - **Course Code:** ITYS 526

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: It involves the process of developing a project with multiple design disciplines and finding visual solutions and transforming it into product.	
EFFECTS OF EDUCATION PROCESS: Comprehend the design project by using different disciplines of design and managing them.	
LITERATURE (OPTIONAL): Darlene Smyth (2015). WOW: Experiential Design for a Changing World. Thames & Hudson Ltd . , Chris Calori, David Vanden-Eynden (2015). Signage and Wayfinding Design	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Advertisement Graphics - **Course Code:** ITYS 527

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Designing media by creating conceptual graphic products within a given campaign.	
EFFECTS OF EDUCATION PROCESS: To develop strategy for graphic products, content creation, concept development and graphic design products.	
LITERATURE (OPTIONAL): ELDEN, M. (2009). Reklam ve Reklamcılık. İstanbul: Say Yayıncılık. , GÜLSOY T, (1999). Reklam Terimleri ve Kavramları Sözlüğü. İstanbul:Adam Yayınları.	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Creative Drama - **Course Code:** ITYS 528

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Drama as a learning and self-expression; methods of drama (warming and relaxation studies, games, improvisation, formation); the use of drama in communication design and management.	
EFFECTS OF EDUCATION PROCESS: To give students self-confidence, to increase communication between them and to use their body language to explain their thoughts in a neat way.	
LITERATURE (OPTIONAL): Deniz Altınay (2016). Psikodrama 400 Isınma Oyunu. İstanbul: Epsilon yayınevi, Zerko T. Moreno, Leif Dag Blomkvist ve Thomas Rützel (2013). Psikodrama art Gerçeklik	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BİROL BÜYÜKDOĞAN	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Social Media - **Course Code:** ITYS 529

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Analyzing social media platforms and creating visual content for social media.	
EFFECTS OF EDUCATION PROCESS: To inform students about social media in terms of content and functionality and to comprehend and create content for social media.	
LITERATURE (OPTIONAL): Ralph E.Hanson.Mass Communication : Living in a Media World. (2015). Sage. , Aleksej Heinze.Digital and Social Media Marketing : A Results-Driven Approach. (2016).Routledge.	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: User Experience Design - **Course Code:** ITYS 530

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: It includes in-depth analysis and presentation of applications to design the best user experience for web and mobile devices.	
EFFECTS OF EDUCATION PROCESS: Teaches the basic concepts, techniques, applications, workflows and tools related to the application of user experience design in media in web and mobile environment.	
LITERATURE (OPTIONAL): Rex Hartson, Pardha Pyla (2012). The UX Book: Process and Guidelines for Ensuring a Quality User Experience. Morgan Kaufmann, Russ Unger, Carolyn Chandler (2012).	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Semiotics - Course Code: ITYS 531

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: History of Research in Social Sciences and Communication Research and Some Basic Concepts Recall: Science, Theory, Experience, Empirical, Rational. Text Analysis: Semiotics and Critical Linguistics, Ideological Analysis, Ideology-meaning-code-representation, etc.	
EFFECTS OF EDUCATION PROCESS: This course aims to teach the theories and principles of semiotics.	
LITERATURE (OPTIONAL): Göstergebilime giriş, Fatma Erkman Akersoy	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Human Resources Management and Communication - **Course Code:** ITYS 532

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Human resources planning, HRM functions, recruitment, training and development, motivation, performance evaluation, stress management, organizational commitment and organizational citizenship, burnout.	
EFFECTS OF EDUCATION PROCESS: To have information about a productive, motivated, high working environment in institutions.	
LITERATURE (OPTIONAL): Gaye Özdemir Erel ve Mustafa Yalçın (2014). İletişimci Gözüyle İnsan Kaynakları Yönetimi , Uğur Dolgun (Edt. 2011). İnsan Kaynakları Yönetimi. Bursa: Ekin Yayın Dağıtım	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Social Responsibility Campaigns - **Course Code:** ITYS 533

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Preparing projects for identifying current problems of the society and producing solutions. Taking part in various projects as a volunteer. Participating and democratic individuals, solidarity and cooperation, reinforcement, taking responsibility and project development/implementation. Non-governmental organizations. Contemporary debates on youth and social responsibility projects at European level.	
EFFECTS OF EDUCATION PROCESS: To be able to carry out a social responsibility campaign by knowing the concepts and principles of corporate social responsibility.	
LITERATURE (OPTIONAL): Philip Kotler, Nancy Lee, Kurumsal Sosyal Sorumluluk, Mediacat Kitapları, 2006. , Kurumsal Sosyal Sorumluluk Projeleri, Mediacat, 2013.	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: E-Commerce - **Course Code:** ITYS 534

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Course Content Developments in Marketing Concept and Electronic Marketing Fundamental Internet Concepts Principles of the Internet Electronic Commerce Infrastructure and Infrastructure Elements Developments in Electronic Commerce, Web Page Development Process E-Business Models, Digital Marketing Applications Consumer Behavior in Electronic Environment, Social Media Marketing.	
EFFECTS OF EDUCATION PROCESS: The aim of the course is to introduce the new commercial (and marketing) environments and opportunities in the world, to teach them how to apply marketing information to electronic commerce environments, to analyze opportunities in electronic markets and to develop and apply marketing strategies in accordance with these markets.	
LITERATURE (OPTIONAL): ÖZMEN Şule, Ağ Ekonomisinde Yeni Ticaret Yolu E- Ticaret Genişletilmiş 4. Baskı. Bilgi Üniversitesi Yayınları., KIRCOVA, İbrahim (2005), İnternette Pazarlama, Beta Yayınevi	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Experimental Typography - **Course Code:** ITYS 535

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: To create original visual analyzes by experimenting on different areas in which typography can be used in computer environment.	
EFFECTS OF EDUCATION PROCESS: To comprehend the visual analysis of different areas of typography.	
LITERATURE (OPTIONAL): BECER, EMRE (2007). Modern Sanat ve Yeni Tipografi. Ankara: Dost Kitabevi , CRAIG J. (1990). Basic Typography: a Design Manual, New York: Watson-Guptill Publications	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Crisis and Reputation Management - **Course Code:** ITYS 536

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 3rd Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: The content of this course is the search for solutions developed with the need to re-examine the media concepts formed within the new rules of the world economic order.	
EFFECTS OF EDUCATION PROCESS: The uncertainty and change in the environment constantly leaves institutions facing unexpected dangers or opportunities. The existence of the institutions depends on their ability to protect them from these dangers or to evaluate the opportunities. The aim of this course is to teach how public relations can be used in public institutions in crisis periods.	
LITERATURE (OPTIONAL): Kriz Yönetimi, Aylin Pira-Çisil Shodol, İletişim Yayınları, 2004, İstanbul Krizde Fırsatları Görmek, Zuhâl Baltaş, Remzi Kitabevi, 2002, İstanbul Örgüt Kültürü ve Yönetimsel Etkinliğe	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Popular Culture and Media - **Course Code:** ITYS 537

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: The social effects of the use of new media are examined. In addition to the change that digital media creates in the daily life of individuals, the redefinition of popular culture in the social, cultural and international arena is explored.	
EFFECTS OF EDUCATION PROCESS: The aim of the course is to give the students an overview of popular culture in terms of both theory and practice. In this way, the students and their communities in other communities, depending on the media and technology to understand the popular culture that surrounds every stage of life is to provide better understanding.	
LITERATURE (OPTIONAL): Gans, Herbert J. Popüler Kültür ve Yüksek Kültür, İstanbul: Yapı Kredi Yayınları, 2005. Alemdar, Korkmaz ve İrfan Erdoğan, Popüler Kültür ve İletişim, İstanbul: Erk Yayınları	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Advertising Film Production - **Course Code:** ITYS 528

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: To create an original scenario for the concept, to prepare a storyboard and to prepare a commercial film using appropriate methods, software and hardware.	
EFFECTS OF EDUCATION PROCESS: Using the media and tools for shooting commercially, it comprehends making original works according to the concept of advertisement.	
LITERATURE (OPTIONAL): Brown, Blain. Motion Picture and Video Lighting. Oxford: Focal Press. , Grant, Tony. Audio for Single Camera Operation. Oxford: Focal Press	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Corporate Communication - **Course Code:** ITYS 539

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Principles of organization and organization, organizational theories, organizational psychology, new communication technologies and communication, conflict in organizations.	
EFFECTS OF EDUCATION PROCESS: To provide the students with a knowledge and perspective about the concept of organization within the framework of communication with an organization and its internal and external.	
LITERATURE (OPTIONAL): Aysel Aziz, Ülkü Dicle (2017). Örgütsel İletişim. İstanbul: Hiperlink Yayınları , Diğdem Eskiyörük (2015). Örgütsel İletişim. İstanbul: Cinius Yayınları	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Vocational Foreign Language - **Course Code:** ITYS 540

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Analysis of original reading pieces such as short stories, magazines, newspapers and academic texts; writing paragraphs, compositions and reflective texts; development of advanced critical thinking skills with knowledge transfer; problem solving, inference; analyze and compare descriptive and descriptive paragraphs and narrative paragraphs.	
EFFECTS OF EDUCATION PROCESS: Academic reading and writing skills; critical reading and note-taking with a thematic and integrated approach; writing articles using different organizational structures and making presentations on the subject as a result of reading and writing activities; citation techniques.	
LITERATURE (OPTIONAL): ENGLISH FOR MEDIA, MALVERN HOUSE LONDON	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Advertisement Analysis - **Course Code:** ITYS 541

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Analyzing and analyzing situations on selected ads by analyzing previously determined criteria.	
EFFECTS OF EDUCATION PROCESS: Develop a systematic understanding of the content structure and attributes of advertisements, and comprehend them by analyzing them by comparing them with other content.	
LITERATURE (OPTIONAL): BARTHES, Roland.1997. Göstergebilimsel Serüven (Çev. Mehmet Rifat, Sema Rifat) İstanbul: Yapı Kredi Yayınları , BARKER Chris and Dariusz GALASINSKI. (2001).Cultural Studies	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Institution and Brand Identity on Web - **Course Code:** ITYS 542

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: The concept of corporate identity, establishment of corporate identity, the components of corporate identity, corporate identity and corporate reputation, image and corporate image, corporate image creation and target audience.	
EFFECTS OF EDUCATION PROCESS: In this course; knowing the concepts of corporate identity and corporate image to create activities to create a positive image for institutions.	
LITERATURE (OPTIONAL): Okay, Ayla (2013). Kurum Kimliği. İstanbul Derin Yayınları	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Asist Prof. Dr. BİROL BÜYÜKDOĞAN	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Effective Communication and Body Language - **Course Code:** ITYS 543

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Communication, body language and effective communication subjects, the effects of cultural and cultural differences on body language, head movements, feet and legs, arm clasps, gestures and facial expressions, security areas, seating arrangements, adab-i merkeret rules and telephone conversation, body in the use of language, student presentations to improve the ability to use the body movements in front of the community.	
EFFECTS OF EDUCATION PROCESS: The aim of this course is to enable the students to communicate effectively and to use the body language in both business life and daily life.	
LITERATURE (OPTIONAL): İzgören Ahmet şerif (2009), Dikkat Vücudunuz Konuşuyor, Elma yayınevi. Navarro Joe (2012). Beden Dili, Alfa Yayınları. Çiftpınar Bülent (2011), Beden dili, Ekin Basın Yayım	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Public Opinion and Market Research - **Course Code:** ITYS 545

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Concepts and processes of public opinion research, opinion research methods, concept and process of market research, method in market research, interpretation of research results.	
EFFECTS OF EDUCATION PROCESS: To know the concepts of public opinion and public opinion research and to make public research analysis	
LITERATURE (OPTIONAL): Celinda C.Lake ve Pat Callbek Harper (2008). Kamuoyu Arařtırmaları. İstanbul: Eđitim Kitabevi , Bahtıřen Kavak (2017). Pazarlama ve Pazar Arařtırmaları. İstanbul	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Mobile Application Design - **Course Code:** ITYS 546

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Includes in-depth analysis and presentation of applications to design the best user experience for web and mobile .	
EFFECTS OF EDUCATION PROCESS: Teaches the basic concepts, techniques, applications, workflows and tools related to the application of user experience design in media in web and mobile environment.	
LITERATURE (OPTIONAL): Mike van Drongelen, Adam Dennis, Richard Garabedian (2017).Lean Mobile App Development: Apply Lean startup methodologies to develop successful iOS and Android apps	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Multimedia Applications - **Course Code:** ITYS 547

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: To determine which multimedia components will be used according to the communication problem and to design and implement multimedia projects.	
EFFECTS OF EDUCATION PROCESS: To provide the ability to design using multimedia components while designing projects.	
LITERATURE (OPTIONAL): CHAPMAN N., CHAPMAN J. (2007) Digital Multimedia, London: Wiley , CAWKELL, T. (1996) The Multimedia Handbook, New York: Routledge.	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Public Diplomacy and Propaganda - **Course Code:** ITYS 548

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Public diplomacy, soft and hard powers, public diplomacy and propaganda, intercultural communication.	
EFFECTS OF EDUCATION PROCESS: To understand the theoretical and conceptual issues in the fields of public, diplomacy and propaganda and to analyze various cases of public diplomacy and propaganda.	
LITERATURE (OPTIONAL): Haluk Karadağ (2016). Uluslararası İlişkilerde Yeni Bir Boyut. Kamu Diplomasisi. Ankara: Nobel Akademik Yayıncılık. , Joseph S.NyeJk (2017). Yumuşak Güç. İstanbul: BB101	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Desktop Publishing - **Course Code:** ITYS 549

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Designing printed media and informing on desktop publishing software and producing instructional content.	
EFFECTS OF EDUCATION PROCESS: Designing products for printed media and developing multi-page material design skills.	
LITERATURE (OPTIONAL): YANIK H. (2006) Masaüstü yayıncılık, Pınarbaşı (2006). LAWLER B. P. , Masaüstü yayıncılık ve Basım Kılavuzu. (2006). (Çev: Mehmet Çömlekçi), Alfa Yayıncılık	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Animation - **Course Code:** ITYS 550

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: The course content includes 2D and 3D animation production, system components, bit depth, resolution, memory management and scanning.	
EFFECTS OF EDUCATION PROCESS: Learn the necessary techniques and perspectives for digital drawing with software and methods to create scannable graphics. The aim of this course is to make students comprehend characters and animations for 2D and 3D games.	
LITERATURE (OPTIONAL): 2D Graphics Programming for Games, John Pile Jr., CRC Press, London, 2013. , Animation from Pencils to Pixels: Classical Techniques for the Digital Animator, Tony White	
TEACHING METHODS: Verbally and applied	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Sustainable Design - **Course Code:** ITYS 551

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: This course includes the development and support of the student in the context of sustainable graphic design.	
EFFECTS OF EDUCATION PROCESS: The aim of the course is to develop conceptual design and design process by considering sustainability and environmental concept in the frame of sustainability and environmental awareness.	
LITERATURE (OPTIONAL): Fine, P. "Sustainable Graphic Design: Principles and Practices " Bloomsbury Academic , Jedlicka, W. "Sustainable Graphic Design : Tools, Systems and Strategies for Innovative	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Protocol Management - **Course Code:** ITYS 552

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: The concept of protocol, public protocol (official correspondence, ceremonies, meetings, invitations and banquets, welcome and thanks, behaviours)	
EFFECTS OF EDUCATION PROCESS: The rules of social behavior and the rules of work in business life know, plan and implement.	
LITERATURE (OPTIONAL): Yaşar Yılmaz (2009). Kamusal ve Toplumsal Yaşamda Görgü ve Protokol Kuralları. İstanbul, Detay Yayıncılık. , Protokol ve Görgü Kuralları, MEGEP Ders Notları, Ankara, 2007	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Mass Communication Theories - **Course Code:** ITYS 553

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Fall	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: 1. To examine the basic theories and theorists in the field of communication. 2. To determine the effect of the American tradition on the communication studies. 3. To demonstrate the effects of the dominant paradigms and theoretical approaches on science, education and other areas of social life. 4. To be able to synthesize the relations between theory and practice. 5. To show what kind of solutions the theories can bring to social problems. 6. To show the effects of different fields of social sciences such as history, sociology and psychology on communication theories, and to make the interdisciplinary nature of communication visible. 7. To analyze the relations between communication theories and social structure. 8. To be able to make a critical reading of theoretical approaches within mainstream approaches.	
EFFECTS OF EDUCATION PROCESS: To gain basic theoretical approaches in the field of mass communication	
LITERATURE (OPTIONAL): Ünsal Oskay, İletişimin ABC'si, Simavi Yayınları, İstanbul: 1994 Levent Yaylagül, Kitle İletişim Kuramları, Dipnot Yayınları, İstanbul:2006	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Digital Broadcasting - **Course Code:** ITYS 554

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (4)
SEMESTER: Spring	CLASS LEVEL: 4th Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: The digital media of the target audience product creation.	
EFFECTS OF EDUCATION PROCESS: A perception by using the concept of digitalization which is spreading rapidly today visual analysis for digital media bring.	
LITERATURE (OPTIONAL): ZEEGAN L. (2007) Secrets of Digital Illustration: a master class in commercial image-making, RotoVision.. , WITHROW S. and HARRIS J. (2008) Vector Graphics and Illustration	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT):	

FACULTY OF SOCIAL AND HUMAN SCIENCES – KTO KARATAY UNIVERSITY

Course Name: Culture Description and Karatay Madrasah - **Course Code:** MED 101

FACULTY: Faculty of Social and Human Sciences	CLASS TYPE: Elective
NUMBER OF HOURS: 3	ECTS TYPE: ECTS (3)
SEMESTER: Fall	CLASS LEVEL: 1st Year
LANGUAGE OF INSTRUCTION: Turkish	
PRELIMINARY REQUIREMENTS: None	
CONTENTS: Karatay Madrasah, faculty, the brief information about foundation and architectural characteristics. The concepts of civilization and culture, the basic elements of the birth of civilization. Fundamental sources of the Turkish-Islamic civilization, founding elements of the Turkish-Islamic civilization, some reflections of the Turkish-Islamic civilization.	
EFFECTS OF EDUCATION PROCESS: The aim of the course is to create a consciousness that idealizes contemplating, producing, and serving humanity in all mankind updating the subjects such as the value of our nationality, the founder of a great civilization, the meticulousness of justice, the dynamism, the experience of living together with communities in different cultures and beliefs. It is to be remembered that we are a member of a deep-rooted civilization with the understanding of the "From Madrasah To University" by introducing the founder of the Karatay Madrasah, the great Turkish statesman, Celaledin Karatay and the Karatay Madrasah, the inspiration source of the University.	
LITERATURE (OPTIONAL): Course notes, articles, related works prepared by relevant academics.	
TEACHING METHODS: Verbally	
ASSESSMENT METHODS: Midterm Exam and Final	
LECTURER (NAME, EMAIL CONTACT): Associate Prof. Dr. Ömer AKDAĞ	

