

**KARABÜK ÜNİVERSİTESİ**  
**LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ**

**DEPARTMENT OF PUBLIC RELATIONS AND PUBLICITY**  
**Course Pool of Master's Degree in Communication (Interdisciplinary) with Thesis**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>CREDIT</b>	<b>ECTS</b>	<b>C / S</b>	<b>INSTRUCTOR</b>
DIA768	Technology in Media and Communication	3-0-3	8	S	Lecturer Dr. MUHAMMED ALİ YETGİN
DIA769	Electronic Commerce Strategies	3-0-3	8	S	Assoc. Prof. Volkan TEMİZKAN
DIA770	Health Communication	3-0-3	8	S	Lecturer Dr. MUKADDER BEKTAŞ
DIA771	Health Services and Public Relations	3-0-3	8	S	Lecturer Dr. NURAY DORUKBAŞI
DIA772	Health Literacy	3-0-3	8	S	Lecturer Dr. NURAY DORUKBAŞI
DIA751	Research Methods in Social Sciences	3-0-3	8	C	Assoc. Prof. Ozan BÜYÜKYILMAZ
DIA752	Theories of Communication Research	3-0-3	8	S	Prof.Dr. FATİH BAYRAM
DIA753	Integrated Communication Basic Concepts and Theories	3-0-3	8	S	Assoc. Prof. ARZU KALAFAT ÇAT
DIA754	Corporate Identity and Image Management	3-0-3	8	S	Assoc. Prof. SIRMA OYA TEKVAR
DIA755	Strategic Management	3-0-3	8	S	Assoc. Prof. Ozan BÜYÜKYILMAZ
DIA756	Brand Communication and Management	3-0-3	8	S	Assoc. Prof. Hilal UYGURTÜRK
DIA757	Strategic Advertising Applications	3-0-3	8	S	Assoc. Prof. DOĞAN AYDOĞAN
DIA758	Public Opinion Research	3-0-3	8	S	Assoc. Prof. Mustafa İNCE
DIA759	Sociology of Consumption	3-0-3	8	S	Assoc. Prof. DOĞAN AYDOĞAN
DIA760	Interactive Media	3-0-3	8	S	Assoc. Prof. SIRMA OYA TEKVAR
DIA761	Political Communication and Culture	3-0-3	8	S	Assoc. Prof. DOĞAN AYDOĞAN
DIA762	Visual Culture and Communication Research	3-0-3	8	S	Lecturer Dr. Bedirhan KARAKURLUK
DIA763	Integrated Marketing Communication	3-0-3	8	S	Prof.Dr. MUSTAFA HALİD KARAARSLAN
DIA764	Crisis Communication and Management	3-0-3	8	S	Assoc. Prof. SIRMA OYA TEKVAR
DIA765	Communication and Persuasion	3-0-3	8	S	Prof.Dr. FATİH BAYRAM
DIA766	Media and Gender	3-0-3	8	S	Assoc. Prof. SIRMA OYA TEKVAR
DIA767	Intercultural Communication	3-0-3	8	S	Assoc. Prof. Mevlüt Can KOÇAK
DIA797	MSc Seminar	0-2-0	6	C	All Faculty Members in the Program
DIA7098D	Course Specialised Field	4-0-0	4	C	All Faculty Members in the Program

**Bu belge, güvenli elektronik imza ile imzalanmıştır.**

Belge Doğrulama Kodu: BSPN841J3L Belge Doğrulama Adresi : <https://turkiye.gov.tr/ebd?eK=4043&eD=BSPN841J3L&eS=299965>



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D1A7098T	Thesis Specialised Field	4-0-0	4	C	All Faculty Members in the Program
D1A799	MSc Thesis Research	0-1-0	26	C	All Faculty Members in the Program
LU EE701	Scientific Research Techniques and Scientific Tethics	3-0-3	8	C	Assoc. Prof. Ozan BÜYÜKYILMAZ
SBE703	Term Project	0-1-0	9	C	Prof.Dr. FATİH BAYRAM

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