

KARABÜK ÜNİVERSİTESİ
LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ

DEPARTMENT OF PUBLIC RELATIONS AND PUBLICITY					
Content of Master's Degree in Communication (Interdisciplinary) with Thesis					
COURSE CODE	COURSE NAME AND CONTENTS	T	A	C	ECTS
DIA768	Technology in Media and Communication	3	0	3	8
Purpose and Content	<p>The main objective of this course is to examine the effects of developing technology in the field of communication and media. Basic topics such as Journalism, New Media, Social Media, Sports Journalism will be analyzed in the context of the impact of technology.</p> <p>Course Content The concept of New Media has emerged with digitalization in media and communication . There has been change and development with digitalization in communication and media applications such as news content preparation, journalism, local journalism, sports journalism, photography. Technologies used in new media and the effect of technology on new media are the main factors that make up the content of the course. In addition, determining the limits of New Media ethics has gained importance.</p>				
DIA769	Electronic Commerce Strategies	3	0	3	8
Purpose and Content	<p>Objectives of the Course "It is aimed to teach the regulation and management of e-commerce strategies in accordance with the objectives of the business by providing an understanding of e-commerce payment methods, models and habits. It also aims to provide an understanding of pricing and advertising strategies that support sales and marketing activities in e-commerce."</p> <p>Course Content Basic concepts of e-commerce, e-commerce models, payment and security issues, creating advertising and pricing strategies, preparing e-commerce strategy plans for business purposes, increasing sales and current e-commerce strategies are the content of the course.</p>				
DIA751	Research Methods in Social Sciences	3	0	3	8
Purpose and Content	<p>The aim of this course is to provide the students with a knowledge of the methods in general social sciences and in specific business and entrepreneurship areas.</p> <p>Course Content Science, Scientific Research, Scientific Research Process, Data Collection Techniques, Survey Method, Measurement and Scales in Research, Universe and Sampling in Research, Analysis of Sources, Analyzes for Analyzing Differences, Analyzes of Relations, Factor Analysis</p>				
DIA752	Theories of Communication Research	3	0	3	8

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>



KARABÜK ÜNİVERSİTESİ
LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ

Purpose and Content	<p>It is the general aim of the course to explain the theories that affect the development of communication tools and the areas related to the communication field and communication field since the beginning of the 20th century.</p> <p>Course Content Beginning with the first term communication researches, to explain the theories of the effects and the limited effects. To explain critical media theories. To explain the connections and interaction between communication theories and communication tools.</p>				
DİA753	Integrated Communication Basic Concepts and Theories	3	0	3	8
Purpose and Content	<p>Objectives of the Course teaching integrated communication concepts and theories, teaching to develop communication strategies, teaching strategic thinking, teaching creating fast solutions</p> <p>Course Content concepts of integrated communication, mpr, cpr, dialogue, interactivity</p>				
DİA754	Corporate Identity and Image Management	3	0	3	8
Purpose and Content	<p>The aim of this course is to make students aware of how organizations and their management communicates its culture to its staff through formal and informal communication channels, and how public relations function can contribute to that process.</p> <p>Course Content In the first part, the evolution of management theories, the definition of corporate culture, the aims, importance and characteristics of corporate culture is introduced. The second part deals with management of corporate culture as being how culture is created, how it is maintained from generation to generation, and how it is changed. The third part deals with the communicational aspects of corporate culture, and illustrates how staff and employees are socialized within the existing culture thr</p>				
DİA755	Strategic Management	3	0	3	8
Purpose and Content	<p>The aim of this course the basic concepts of strategic management, strategic management and purpose of the definition, historical development and to provide background information on the strategic management process.</p> <p>Course Content Businesses planning process, identifications, characteristics and types. Strategic management and strategic planning. Strategic planning process: Goal-setting, variables, parameters, external and internal environment analysis, estimation techniques and tools of strategic planning, strategic decision-making process, strategic plan implementation process, application results of the appraisal process.</p>				
DİA756	Brand Communication and Management	3	0	3	8

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>



KARABÜK ÜNİVERSİTESİ
LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ

Purpose and Content	<p>It aims to understand what an important concept "brand" means and why it is so important today. It is also aimed that students know the components of the brand and understand and interpret how a brand is managed accordingly.</p> <p>Course Content It includes theory and practice-based information about the brand, such as brand and brand related concepts, brand positioning studies, brand identity elements, branding process.</p>				
DİA757	Strategic Advertising Applications	3	0	3	8
Purpose and Content	<p>The aim of this course is; by understanding the importance of creativity in advertising and in-depth knowledge of basic creative strategies used in advertising campaigns and using this information in solving various marketing problems.</p> <p>Course Content Concept of Creativity. Creativity in Advertising. Elements of Creating Creative Advertising Message Strategy Development Process. Creative Business Summary Presentation / Briefing. The Concept of Creative Strategy in Advertising and Its Relation to Advertising Campaign Objectives. Basic Creative Strategies. Message Appeals.</p>				
DİA758	Public Opinion Research	3	0	3	8
Purpose and Content	<p>Objectives of the Course The students are expected to: Generating theoretical background and experience of application of both qualitative and quantitative research methods and techniques used in social sciences. Thus, empowering students with the skills necessary to determine relevant and valid methods for research. To make students have a sufficient hold of data collection techniques, as well as improving their skills when it comes to development of data collection tools, analysis and evaluation of the data.</p> <p>Course Content Determining problems and limits of research. Qualitative and quantitative research methods. Sampling and sampling methods. Data collection methods and techniques. Data analysis. Data analysis and evaluation. Statistical tests. Reporting format.</p>				
DİA759	Sociology of Consumption	3	0	3	8
Purpose and Content	<p>Purpose of this course explaining topics such as consumer society, consumption behavior and the meaning of consumption, with the interaction of individual and society.</p> <p>Course Content It includes the concepts of Modernism, Postmodernism, Culture, Popular culture, Identity, Consumption and Class.</p>				
DİA760	Interactive Media	3	0	3	8

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>



KARABÜK ÜNİVERSİTESİ
LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ

Purpose and Content	Objectives of the Course thinking academically on new media and interaction Course Content presentations and discussions will be done by reading book on media, public space, interaction, new media, culture, etc. the course will be evaluated by presentations and papers about the books				
DİA761	Political Communication and Culture	3	0	3	8
Purpose and Content	The aim of the course is to understand political communication history, form and research. Course Content Politics, Media, Public Relations, Communication, Research Methods.				
DİA762	Visual Culture and Communication Research	3	0	3	8
Purpose and Content	The course aims to make a theoretical reading on the visual culture elements, images, advertisements, logos that surround us today and to develop the ability to interpret and analyze these issues from a historical perspective. Course Content Methodological and theoretical perspectives are given on the analysis of the image in terms of content, discourse and ideological backgrounds.				
DİA763	Integrated Marketing Communication	3	0	3	8
Purpose and Content	The aim of the course is to inform businesses about marketing communication practices from advertising,viral marketing. Course Content Detailed information about the methods and practices used by businesses in the field of marketing communication to reach target audiences constitute the content of the course.				
DİA764	Crisis Communication and Management	3	0	3	8
Purpose and Content	Objectives of the Course learning of academic understanding and thinking on crisis communication and crisis management Course Content presenting references on Crisis communication, crisis management, stress management, conflict management, etc and writing papaer on them. this course will be evaluated by presentations and papers.				
DİA765	Communication and Persuasion	3	0	3	8

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>



KARABÜK ÜNİVERSİTESİ
LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ

Purpose and Content	<p>The purpose of the Communication and Persuasion course is to provide understanding and explanation of attitude and behavior change, motivation and mass psychology. It is another purpose to explain the processes of persuasion in disciplines such as advertising, public relations and marketing, which are linked to persuasion.</p> <p>Course Content Explanation of the concepts concerning persuasive communication, rhetoric, and motivation. Explanation of the using persuasive communication in the marketing, public relations, political communication, and advertising. Explain of the persuasive communication process. Explain of the using persuasive communication and rhetoric in historical process.</p>				
DİA766	Media and Gender	3	0	3	8
Purpose and Content	<p>Objectives of the Course understanding and thinking gender equity awareness by academic readings</p> <p>Course Content academic readings on Gender equity, women studies, men studies, public space, identity, etc. and making presentations. this course will be evaluated by presentations and papers on books</p>				
DİA767	Intercultural Communication	3	0	3	8
Purpose and Content	<p>Objectives of the Course Studies on the effects of national culture on local and intercultural communication practices, different cultural codes and their importance in intercultural communication, current problems and solutions in intercultural communication.</p> <p>Course Content It examines cultural studies in the context of culture formation, cultural history, different culture codes, and communication studies and also evaluates current problems of intercultural communication.</p>				
LUEE701	Scientific Research Techniques and Scientific Ethics	3	0	3	8
Purpose and Content	<p>The aim of this course is to provide the students with a knowledge of the methods in general social sciences and in specific business and entrepreneurship areas.</p> <p>Course Content Science, Scientific Research, Scientific Research Process, Data Collection Techniques, Survey Method, Measurement and Scales in Research, Universe and Sampling in Research, Analysis of Sources, Analyzes for Analyzing Differences, Analyzes of Relations, Factor Analysis</p>				
DİA797	MSc Seminar	0	2	0	6

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>

5



KARABÜK ÜNİVERSİTESİ
LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ

Purpose and Content	<p>It is aimed to determine the subject for the student's thesis and to search the literature.</p> <p>Course Content Determining the databases related to the field, researching the concepts and literature related to the potential subject and preparing a detailed presentation constitute the content of the course.</p>				
DİA7098D	Course Specialised Field	4	0	0	4
Purpose and Content	<p>The Specialization Area course is a theoretical course proposed by a faculty member to share their knowledge, experience, and expertise in their scientific field with graduate students under their supervision. This course aims to educate students on scientific ethics, instil a strong work discipline, teach research methods in the current literature, and provide guidance on conducting research, following, and evaluating the literature. The course also focuses on establishing and implementing the scientific foundations of the student's thesis/exhibition/project work.</p>				
DİA7098T	Thesis Specialised Field	4	0	0	4
Purpose and Content	<p>The Specialization Area course is a theoretical course proposed by a faculty member to share their knowledge, experience, and expertise in their scientific field with graduate students under their supervision. This course aims to educate students on scientific ethics, instil a strong work discipline, teach research methods in the current literature, and provide guidance on conducting research, following, and evaluating the literature. The course also focuses on establishing and implementing the scientific foundations of the student's thesis/exhibition/project work.</p>				
DİA799	MSc Thesis Research	0	1	0	26
Purpose and Content	<p>The Thesis Course is a practical class designed for graduate students under the supervision of a faculty member. It includes guidance on various aspects of their thesis work, such as literature review, methodology, fieldwork, and laboratory research. This course provides the necessary information and direction for the students to prepare their theses following the "Graduate Thesis Writing Guidelines and Templates," as well as guidance on defending and submitting their theses.</p>				

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>

