



2025-2026 Academic Year
List of Courses Offered in Foreign Language
2025-2026 Akademik Yılı
Yabancı Dilde Açılacak Dersler Listesi

Faculty of Communication
İletişim Fakültesi

	Department <i>Bölüm</i>	Course Code <i>Ders Kodu</i>	ECTS <i>AKTS</i>	Course Title <i>Dersin Adı</i>	Semester <i>Dönem</i>	Course Content <i>Dersin İçeriği</i>	Academic Staff <i>Dersi Veren Öğretim Elemanı</i>	Online Available <i>Çevrimiçi</i>
1	Advertising	REK211	3	Consumer Research and Advertising	Fall	Consumer research techniques, advertising insight, advertising campaign planning	Assoc. Prof. Dr. Hediye Aydoğan	Not Available
2	Advertising	REK217	3	Advertising Psychology	Fall	Consumer attitude, advertising persuasion process, consumer psychology	Assoc. Prof. Dr. Hediye Aydoğan	Not Available
3	Advertising	REK317	3	Brand Management	Fall	Branding strategies, brand communication, branding position	Assoc. Prof. Dr. Hediye Aydoğan	Not Available
4	Advertising	REK212	3	Advertising Strategies and Applications	Spring	Advertising message strategies, advertising creativity, advertising copywriting	Assoc. Prof. Dr. Hediye Aydoğan	Not Available
5	Advertising	REK222	3	Digital Advertising	Spring	Digital advertising media, digital advertising types, digital advertising strategies	Assoc. Prof. Dr. Hediye Aydoğan	Not Available
6	Advertising	REK224	3	AI Advertising	Spring	Advertising practices in the age of AI, advertising models adapted to AI process	Assoc. Prof. Dr. Hediye Aydoğan	Not Available
7	Advertising	HİT304	3	Marketing Communications	Spring	Marketing history, marketing mix, promotion mix, marketing strategies	Assoc. Prof. Dr. Hediye Aydoğan	Not Available
8	Advertising	REK318	3	Global Advertising	Spring	Globalization process, global advertising conglomerates, international advertising strategies	Assoc. Prof. Dr. Hediye Aydoğan	Not Available