



2022-2023 Academic Year
List of Courses Offered in Foreign Language

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 <i>Reklamcılık</i>	REK 212	3	Advertising Strategies and Practices	Spring	Adversiting Message Strategies, Advertising Creative Strategies, Advertising Creative Patterns, Ad Brief	Res. Asst. Dr. Hediye Aydoğan	No
2	Advertising <i>Reklamcılık</i>	HİT 304	6	Marketing Communication	Spring	Marketing Promotion Strategies, Marketing Price Strategies	Res. Asst. Dr. Hediye Aydoğan	No
3	Advertising <i>Reklamcılık</i>	REK 318	3	Global Advertising	Spring	Globalisation, Global Advertising Strategies, Hofstede's Cultural Dimensions, Cases from Different Continents	Res. Asst. Dr. Hediye Aydoğan	No