



LEFKE AVRUPA ÜNİVERSİTESİ  
EUROPEAN UNIVERSITY OF LEFKE

**DEPARTMENT OF  
PUBLIC RELATIONS & ADVERTISING**

*PROGRAM INFORMATION*

[www.eul.edu.tr](http://www.eul.edu.tr)

## **PROGRAM INFORMATION**

### **Program Name and Degree Awarded**

Public Relations And Advertising Program- Bachelor

### **Duration of Studies**

The Public Relations and Advertising undergraduate program is designed as a four-year program consisting of eight semesters. The curriculum combines theoretical courses with practical applications, workshops, and internships to ensure students graduate with both academic knowledge and professional experience.

### **Total Credits / ECTS**

126 Credits

### **Language of Instruction**

English

### **Mission and Vision**

Our **vision** is to be a respected department that provides high-quality education, research, and practice in advertising and public relations. We aim to nurture creative and skilled professionals who can successfully adapt to the evolving world of media and communication.

Our **mission** is to provide a well-rounded education in advertising and public relations that blends theory with practice. We are committed to preparing ethical, creative, and analytical individuals who can communicate effectively and contribute positively to society. Through academic coursework, practical training, and community engagement, we equip our students for meaningful careers and leadership roles in the field.

### **Program Objectives**

1. To provide students with a comprehensive education in public relations and advertising that balances theory with practical applications.
2. Cultivate creative, ethical, and analytical professionals who can design and implement effective communication strategies.
3. To prepare graduates for diverse career opportunities in media, communication, business, and related industries.
4. Encourage adaptability and innovation in response to rapidly changing media environments and technologies.
5. Instill professional responsibility, integrity, and social awareness in all aspects of communication practice.

6. Equip students with research and critical thinking skills for evidence-based decision making and strategy development.
7. Foster teamwork, leadership, and interpersonal competencies essential for professional success.
8. Offer opportunities for hands-on learning through projects, workshops, internships, and industry collaboration.
9. Promote global and cultural awareness in order to create inclusive and socially responsible communication.
10. Contribute to the advancement of knowledge in the field through research, academic engagement, and community service.

### **Program Learning Outcomes**

1. Develop strong written and oral communication abilities to produce effective messages across diverse media platforms.
2. Apply analytical and evaluative skills to assess media content, campaigns, and communication strategies.
3. Gain comprehensive knowledge of new media tools and communication technologies and their impact on practice.
4. Design and implement innovative PR and advertising campaigns that align with organizational goals.
5. Demonstrate professional integrity, transparency, and ethical responsibility in all communication activities.
6. Conduct audience and market research, applying findings to shape effective communication strategies.
7. Develop the skills to manage crises and protect organizational reputation in challenging contexts.
8. Work effectively in teams, building interpersonal skills for planning, executing, and evaluating projects.
9. Understand cultural diversity and global perspectives to create communication that resonates across societies.
10. Apply theoretical knowledge in real-world contexts through workshops, projects, and internships.

## Curriculum

1. Year Fall			
<b>Course Code</b>	<b>Course Name</b>	<b>Credit</b>	<b>ECTS</b>
COMN104	Psychology	3	5
COMN107	Economics	3	6
COMN117	Introduction To Social Sciences	3	6
PRAD101	Introduction To Public Relations And Advertising	3	5
UFLE01	Foreign Language Elective I (English)[1-2]	3	3
UTEC01	University Elective I[1-2]	3	5
Total Credits :18 ECTS :30			
1. Year Spring			
<b>Course Code</b>	<b>Course Name</b>	<b>Credit</b>	<b>ECTS</b>
COMC102	History Of Mass Communication	3	6
COMC104	Introduction To Communication	3	6
COMN115	Sociology	3	5
COMN204	Ethics In Profession	3	5
PRAD104	Digital Photography	3	5
UFLE02	Foreign Language Elective II (English)[1-2]	3	3
Total Credits:18 ECTS:30			
2. Year Fall			
<b>Course Code</b>	<b>Course Name</b>	<b>Credit</b>	<b>ECTS</b>
PRAD201	Introduction To New Media	3	6
PRAD203	Media Planning	3	6
PRAD251	Creative Strategy In Pr And Advertising	3	6
PRAD253	New Media And Communication Technologies	3	6
PRAD257	New Media Literacy	3	6
Total Credits:15 ECTS:30			
2. Year Spring			
<b>Course Code</b>	<b>Course Name</b>	<b>Credit</b>	<b>ECTS</b>
COMN352	Research Methods	3	6
PRAD202	Media Law	3	6
PRAD252	Public Relations And Advert. Writing	3	6
PRAD260	Communication Theories	3	6
PRAD262	Interaction Design	3	6
Total Credits:15 ECTS:30			
3. Year Fall			
<b>Course Code</b>	<b>Course Name</b>	<b>Credit</b>	<b>ECTS</b>
PRAD301	Integrated Marketing Communication	3	6
PRAD305	New Media For Marketing	3	6
PRAD361	Media Analysis	3	7

PRAD363	User Experience	3	7
UFRC01	University Elective I[1-23]	3	4
Total Credits:15 ECTS:30			
3. Year Spring			
<b>Course Code</b>	<b>Course Name</b>	<b>Credit</b>	<b>ECTS</b>
PRAD302	Corporate Identity And Image Management	3	7
PRAD304	Crisis Communication And Management	3	7
PRAD308	Strategic Communication	3	6
PRAD366	Social Media Communication	3	6
UFRC02	University Elective II[1-23]	3	4
Total Credits:15 ECTS:30			
4. Year Fall			
<b>Course Code</b>	<b>Course Name</b>	<b>Credit</b>	<b>ECTS</b>
PRAD401	Graduation Project I	1	4
PRAD403	Pr And Advertising Workshop	3	6
PREL01	Technical Elective I[1-10]	3	6
PREL02	Technical Elective II[1-10]	3	6
PREL03	Technical Elective III[1-10]	3	6
UHTC02	Turkish[1]	2	2
Total Credits:15 ECTS:30			
4. Year Spring			
<b>Course Code</b>	<b>Course Name</b>	<b>Credit</b>	<b>ECTS</b>
PRAD402	Graduation Project II	1	10
PREL04	Technical Elective IV[1-10]	3	6
PREL05	Technical Elective V[1-10]	3	6
PREL06	Technical Elective VI[1-10]	3	6
UHTC01	History[1]	2	2
Total Credits:11 ECTS:30			

## **Laboratory and Equipment Capacity (if applicable)**

## **Career Opportunities**

Graduates of the Public Relations and Advertising program can pursue diverse career paths in both the private and public sectors. Career opportunities include roles such as:

- Public Relations Specialist
- Advertising Executive
- Media Planner
- Brand and Corporate Communication Manager
- Social Media Strategist
- Digital Marketing Specialist
- Event and Campaign Coordinator
- Corporate Identity and Reputation Manager
- Communication Consultant

## **Contact Information**

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*Head of Department*

## COURSE CATALOGUE DESCRIPTIONS

### 1. SEMESTER:

#### **UTEC01 Introduction to Computer (3,0)3**

Computer hardware and software. System versus application software. Using a modern computing environment. Introduction to word processing. Common and advanced features. Spreadsheets as problem solving tools. Common and advanced features. File management basics. Database management systems; design and implementation. Multi-media databases. Communications/Networks concepts, software and protocols. Electronic mail, conferencing, information access via the World Wide Web.

**Textbook:** Peter Norton's Introduction to Computers, Peter Norton, McGraw Hill, 1997.

#### **UFLE01English I**

This course will concentrate on English for academic purposes in order to assist students with their academic studies. In order to do this similar operation followed in their faculties will be practiced.

**Textbook:** Face2face, Elementary A1-A2 Student's Book, Cris Redston, Gillie Cunningham, Cambridge 2008.

**COMN117 Introduction to Social Sciences**The main purpose of this course is to let students see how seemingly diverse disciplines intermingle — anthropology and economics, for example. In the end, students will be able to approach social issues with unbiased problem-solving skills

**Textbook:** Elgin F. Hunt and David C. Colander, Social Science: An Introduction to the Study of Society, 16/E, Pearson, 2017

#### **PRAD101 Introduction to Public Relations And Advertising**

This course provides an overview of the fields of public relations (PR) and advertising, exploring their roles, functions, and impacts in society. Students will learn the fundamental principles, theories, and practices that guide these professions. The course covers the history, evolution, and current trends in PR and advertising, offering insights into the strategic communication process, campaign development, and the ethical considerations involved. Through this course, students will examine the role of public relations and advertising in different sectors such as business, public sector, non-profit organizations and media. **Textbook :** Alison Theaker, The Public Relations Handbook, 2nd ed. (2001) Routledge.

#### **COMN 115 Sociology**

This course makes an introduction to the discipline of sociology and provides an outline of the major sociologists, sociological paradigms and areas of sociological inquiry. It aims at developing students' awareness about the society in which they live, with a due emphasis on sociological perspective and sociology as a scientific discipline. Thus, the course helps the students to develop a sociological outlook and understand what such outlook retains in terms of the founding theories, main sociological approaches, and related discussions in those areas ranging from everyday life, culture and globalization to social stratification and mobility.

**Textbook :** Giddens, A, 2004. Sociology (fully revised fourth edition), Cambridge: Polity Press

## **2. SEMESTER:**

### **COMC104 Introduction to Communication**

This course is designed to introduce and provide basic understandings of communication. It focuses on the general conditions and contexts of communication practices. It aims at providing the student with the general knowledge of definitions, models and basic concepts in communication; the range of verbal and non-verbal codes, and their complex interrelations in the message systems of modern electronic media; and various communication contexts, with emphasis on the structure and function of interpersonal and mass communication

**Textbook:** Fiske, J.C. (1990). *Introduction to Communication*. Lule, J. (2016). *Understanding Media and Culture: An introduction to Mass Communication*. Minnesota: University of Minnesota London:Routledge.

### **UFLE02English II**

The continuation of ENGL 121 with similar objectives; topics used will be more related to students degree subjects. Prerequisite: ENGL 121

**Textbook:** Face2face, Elementary A1-A2 Student's Book, Cris Redston, Gillie Cunningham, Cambridge 2008.

### **PRAD104 Digital Photography**

The course aims to enable the students to gain control in basic photography, as well as to develop their skills in pixel based photographic design, using numerous digital photo editing software. Students will utilize and become familiar with basic concepts of photography, photography techniques, types of photography, art photography, photojournalism, documentary photography, and will be familiar with several technical methods such as framing at photography, depth of field, perspective and colour settings.

**Textbook:** *Digital Photography (Third Edition)*, Katrin Eisman, Sean Duggan, Tim Grey, 2011.

### **COMN204 Ethics in Profession**

The aim of this course is to define ethical principles, to enable students to develop ethical behaviours related to their profession, and to provide information about unethical behaviours that students may encounter in their professions. Within the context of the course, students will demonstrate understanding of the ethical principles in general or in application of specialized knowledge, results of research, creative expression, design processes, etc. that are related with their sciences, disciplines and potential professionals.

**Textbook:** Richard D. Parsons (2000). *The Ethics of Professional Practice* 1st Edition. Pearson Publication.

### **COMC102 History of Mass Communication**

This course explores the development of mass communication and its history, the main factors that played role in the development of mass communication and the relationship between the history of communication and the history of humanity. It also aims at providing the students with the basic understanding of the particular economic, social and cultural factors that have gradually evolved into the present conditions of global mass media sectors. It emphasizes the processes of

modernization and industrialization in that respect and concentrates on the historical development of each mass medium via a detour from different historical contexts.

**Textbook:** Baran, S. J. 2006. Introduction to Mass Communication (4th Ed.), McGraw Hill. Library ref.: 302.23 BAR 2005

### **COMN104 Psychology**

This course is a broad introduction to the field of psychology. Students explore the key figures, diverse theoretical perspectives, and research findings that have shaped some of the major areas of contemporary psychology. This course also examines the research methods used by psychologists across these areas to study the origins and variations in human behaviour.

**Textbook:** Rathus, A. S. (2016). PSYCH 5, Introduction to Psychology. (5th Edition). (New, Engaging Titles from 4LTR Press)

### **3. SEMESTER:**

#### **PRAD253 New Media and Communication Technologies**

This course examines the impact of new media technologies on communication practices and the broader cultural landscape. Students will explore the evolution of digital media, emerging technologies, and their implications for society, businesses, and communication professionals

**Textbook:** New Media A Critical Introduction Martin Lister, Jon Dovey, Seth Giddings, Iain Grant, Kieran Kelly 2008 by Routledge

#### **PRAD251 Creative Strategy in PR and Advertising**

This course focuses on the development and implementation of creative strategies in the fields of public relations (PR) and advertising. It aims to enhance students' creative thinking skills and their ability to design and execute effective communication campaigns. The course covers various aspects of strategic planning, idea generation, campaign execution, and evaluation, with an emphasis on integrating creativity with strategic objectives to achieve desired outcomes.

**Textbook:** Drewniany, B. L., & Jewler, A. J. (2013). Creative Strategy in Advertising (11th ed.). Cengage Learning.

#### **PRAD201 Introduction to New Media**

In this course, the historical development of media, what new media is and how it has developed, what the new media tools and fields are, how they are used and how they should be used, what the features that differentiate media and new media environments from traditional media are discussed. Besides, its impact on socio-political-cultural and economic fields is examined at conceptual and theoretical levels.

**Text Book :** Convergence Culture: Where Old and New Media Collide, Howard Jenkins, NY Press, 2008, New Media: An Introduction, T. Flew, Oxford Press, 2008

**PRAD257 New Media Literacy** The course aims to make students think critically about how media shapes and influences cultures and societies. The main aim of the course is to examine particularly new/digital media and to understand its impact in terms of both their advantages and disadvantages/ limitations. Through studying new media literacy students will learn to use digital platforms properly and to be a good digital media participator within the lights of the 21st Century skills. More specifically, the objective of the course is to critically analyse new media in

terms of audience/purpose, content/framing, and format/techniques, and to be a competent new media literate.

**Textbook:** The Literacy of Media, Terry Eagleton, Blackwell Pub., 2000. Media Literacy (3rd Edition). W.J. Potter, Thousand Oaks, California: Sage Publications, 2005

### **PRAD203 Media Planning**

This course provides students with a comprehensive understanding of media planning strategies and practices in the context of new media and communication. Using both traditional and digital media channels, students will learn how to develop successful media plans for communication and advertising campaigns. The course places a strong emphasis on evaluating the efficacy of campaigns and choosing media platforms strategically

**Textbook:** Larry D. Kelley (2023), Kim Bartel Sheehan, Lisa Dobias, David E. Koranda, Donald W. Jugenheimer Advertising Media Planning A Brand Management Approach.

## **4. SEMESTER**

### **PRAD260 Communication Theories**

This course aims at providing the student with the major theories and perspectives concerning the nature and role of communication - especially, of mediated communication- in modern society. The course explores the communication models and messages; classical and contemporary rhetorical theories; theories of interpersonal, group and mass communication as well as the persuasion theory, public opinion, basic media theories and related debates.

**Textbook:** Em Griffin (2012). A First Look at Communication Theory. Mc Graw Hill

### **PRAD252 Public Relations and Advertising Writing**

This course focuses on the skills and techniques necessary for effective writing in the fields of public relations and advertising. Students will learn how to craft clear, compelling, and strategic messages for various media and audiences. The course covers a range of writing styles and formats used in PR and advertising, including press releases, social media content, ad copy, newsletters, and more.

**Textbook:** Newsom, D., & Haynes, J. (2017). Public Relations Writing: Strategies & Structures (11th ed.). Cengage Learning. Roberts, C. (2018). Mastering the Art of Copywriting: The 10-Step Program for Success (2nd ed.). Routledge.

### **PRAD262 Interaction Design**

This course provides a high-level overview of the essential concepts related to interaction design focusing on screen based interaction issues. During the course, students will become familiar with the elements of visual representations by using various tools and applications that are commonly used in professional interaction design work

**Textbook:** Interaction Design: Beyond Human - Computer Interaction (3rd edition), Rogers Y., Sharp H., and Preece J. (2019), ISBN: 0470665769

### **COMN352 Research Methods**

This course aims at providing the student with a comprehensive understanding and assessment of research methods in communication sciences and media studies. The student will consider the logic and variety of methods that communication scientists use to observe the social world by

examining the most common qualitative and quantitative techniques as well as obtaining necessary practical skills required for their application. The focus is on assessing how well research strategies address the underlying the media and communication studies with a due emphasis on the techniques for data collection and analyses of interviews, questionnaires, observation, and database material. Development of the skills required for both written and oral dissemination of results is also a key feature of the course

**Textbook:** Saunders, M., Lewis, P., and Thornhill, A. 2019. Research Methods for Business Students (8th Edition), Pearson, UK.

### **PRAD202 Media Law**

The course will consider the legal environment which applies to the operation and regulation of the media in Turkey, TRNC and globally. Topics to be covered may include: defining the media for regulatory purposes, media ownership, defamation, privacy, freedom of information, confidential information, content regulation, international and comparative perspectives, contempt of parliaments and the courts, breach of confidence, advertising, and the online media, including social networking. Concepts such as freedom of speech, ethics and access to justice will also be discussed. The focus of the course is on a critical analysis of how the law applies to traditional and new media.

**Textbook:** Lee Wilkins & Clifford G. Christians (Ed., 2009). The Handbook of Mass Media Ethics, New York & London: Routledge (available online; Master e-book ISBN: 0-203- 89304-2).

## **5.SEMESTER:**

### **PRAD361 Media Analysis**

This course involves consideration of theories of on the critical approaches arguing for the possibility of communication as depending less on so-called universal models than on social, political and economic context of communication. To this end, more contemporary communication studies and specific examples for such studies will be one of the main focuses in the second part. Thus, this course will introduce the student to a broad range of approaches to communication so that s/he can comprehend the ideas at play in the professional literature and in the practice of communication, and will understand to analyse the media from a broader perspective.

**Textbook:** Laughey, Dan (2007). Key Themes in Media Theory. London: McGraw-Hill. Werner J. Severin and J. W. Tankard (1998). Communication Theories. Longman Publication

### **PRAD363 User Experience**

The course explores the fundamental concepts, techniques, practices, workflows, and tools associated with the practice of user interface and user experience design for digital platforms including mobile applications, and interactive web designs. Students will learn to create an online and mobile, experience for an online-based start-up company.

**Textbook:** The Elements of User Experience: User-Centered Design for the Web and Beyond. Garrett J. J. (2010). San Francisco.

### **PRAD301 Integrated Marketing Communication**

This course explores the principles and practices of Integrated Marketing Communication (IMC), focusing on the strategic integration of various communication tools and channels to deliver a consistent message and achieve marketing objectives. Students will learn how to develop and implement comprehensive IMC plans that align with brand strategy and effectively engage target audiences across multiple platforms.

**Textbook:** Belch, G. E., & Belch, M. A. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (12th ed.). McGraw-Hill Education. Clow, K. E., & Baack, D. E. (2015). *Integrated Advertising, Promotion, and Marketing Communications* (7th ed.). Pearson.

### **PRAD305 New media for Marketing**

This course examines how new media technologies are strategically used in modern public relations and marketing. Students will study how brands are changing how they interact with their consumers using digital platforms like blogs, influencer marketing, social media, mobile apps, and interactive content. Through case studies, practical exercises, and group projects, students will acquire theoretical understanding and practical abilities for creating integrated digital communication strategies.

**Textbook:** Chaffey, D. & Ellis-Chadwick, F. (2019). *Digital Marketing* (7th Edition). Pearson. Tuten, T. & Solomon, M. R. (2017). *Social Media Marketing*. Sage Publications.

## **6.SEMESTER:**

### **PRAD302 Corporate Identity And Image Management**

This course explores the concepts of corporate identity and image, focusing on how organizations develop and manage their identity and image to build a strong brand reputation. Students will learn the importance of aligning corporate identity with organizational values and strategies, and how to effectively manage and communicate the corporate image to internal and external stakeholders.

**Textbook:** Olins, W. (2017). *Brand New: The Shape of Brands to Come*. Thames & Hudson. Balmer, J. M. T., & Greyser, S. A. (2003). *Revealing the Corporation: Perspectives on Identity, Image, Reputation, Corporate Branding, and Corporate-Level Marketing*. Routledge.

### **PRAD304 Crisis Communication And Management**

This course examines the principles and practices of crisis communication and management, focusing on how organizations prepare for, respond to, and recover from crises. Students will learn strategies for effective communication during crises, the role of the media, and the importance of maintaining trust and credibility. The course includes analysis of real-world case studies and the development of crisis communication plans.

**Textbook:** Coombs, W. T. (2019). *Ongoing Crisis Communication: Planning, Managing, and Responding* (5th ed.). SAGE Publications.

### **PRAD308 Strategic Communication**

The goal of this course is to provide students a thorough understanding of strategic communication in public and corporate settings. It focuses on how businesses develop, carry out, and assess communication plans in order to influence stakeholders, improve reputation, and

accomplish long-term goals. Among the subjects covered are integrated communication planning, media selection, audience analysis, messaging frameworks, and crisis communication. Through projects and simulations, students will apply abstract ideas to actual situations.

**Textbook:** Smith, R. D. (2020). Strategic Planning for Public Relations, (5th Edition) Routledge.

### **PRAD366 Social Media Communication**

This course explores the use of social media as a communication tool in today's digital age. Students will learn the strategies and techniques necessary to create and manage effective social media campaigns, understand audience engagement, and utilize various social platforms for communication and marketing

**Textbook:** Bu Zhong, Social Media Communication Trends and Theories. 2021 by Wiley Blackwell Jeremy Harris Lipschultz, Social Media Communication concepts, practice, data law and ethics, 4th Ed.; 2023 by Routledge

## **7.SEMESTER:**

### **UHTC02 Turkish**

In this course correct pronunciation of the Turkish sounds will be studied. Theoretical and practical studies would be carried out on types of communications aiming to convince and to inform the audience. TURK 200 is for International Students.

### **PRAD403 PR and Advertising Workshop**

This workshop-based course provides hands-on experience in the development and execution of public relations (PR) and advertising campaigns. Students will engage in practical activities, including brainstorming sessions, creative development, media planning, and campaign execution. The course emphasizes teamwork, real-world problem solving, and the application of theoretical knowledge to practical scenarios.

**Textbook:** Theaker, A. (2020). The Public Relations Handbook (6th ed.). Routledge.

### **PRAD401 Graduation Project I**

Graduation Project I is the first part of a two-semester course designed to guide students through the initial stages of conducting independent research and preparing a comprehensive project in their chosen field of study. This course focuses on defining the research problem, conducting a thorough literature review, formulating research questions, selecting appropriate methodologies, and developing a solid foundation for the project.

## **8. SEMESTER**

### **UHTC01History (2,0)2**

The establishment of the Republic of Turkey and its history. HIST200 – for foreign students, focuses on the history of Turkey and Cyprus.

**Textbook:** Atatürk ve Türkiye Cumhuriyeti Tarihi (TURK 100 için), Ed: M. Derviş Kılınçkaya, Ankara Siyasal Yayınları, 2006.

## **PRAD402 Graduation Project II**

Graduation Project II is the second part of a two-semester course sequence designed to guide students through the implementation and completion of their independent research or project in their chosen field of study. This course focuses on executing the research plan or project activities, analyzing data (if applicable), interpreting results, and preparing a comprehensive final report or presentation.

## **Elective Courses**

### **PRAXXX Advertising and Society**

In this course A critical examination of advertising and advertisements focusing on the role advertising plays in consumer culture. Advertisements from a diverse range of media are studied in order to analyse how advertisements construct and disseminate meaning. The course investigates how advertising engages with the logic of wider cultural and global transformations with consideration given to both consumer and industry perspectives.

**Textbook:** Leiss, William (2005). Social communication in advertising. 3rd Edition. New York: Taylor & Francis.

### **PRAXX Media Audiences**

Through an analysis of major theorists, topics, and case studies, this course explores how media audiences are seen as well as their social and economic influence. The audience will be viewed by students in the digital age as an object, an institution, a user, and, more broadly, as a media creator.

**Textbook:** Leiss, William (2005). Social communication in advertising. 3rd Edition. New York: Taylor & Francis. Chris Barker (2008) Cultural Studies: Theory and Practice, SAGE Publications. Tarleton Gillespie (2014) Media Technologies: Essays on Communication, Materiality, and Society, MIT Press