

Fifth Semester						Sixth Semester					
Course Code	Course Name	C	L/P	C	ECTS	Course Code	Course Name	C	L/P	C	ECTS
CMN303	Research meth.&tech. in soc.sciences	3	0	3	5	CMN311	Research on public opinion	3	0	3	5
CMN310	Law of communication	3	0	3	5	PRA302	Marketing research	3	0	3	5
PRA309	Design of advertisement	3	0	3	5	PRA332	Application of advertising	3	0	3	5
MARK301	Principles of marketing	3	0	3	5	PRA432	Image Management	3	0	3	5
PRA305	Human Resources	3	0	3	5						
CMN330	Presentation Techniques	2	1	3	5						
TOTAL		17	1	18	30	TOTAL		12	0	12	20
Seventh Semester						Eighth Semester					
Course Code	Course Name	C	L/P	C	ECTS	Course Code	Course Name	C	L/P	C	ECTS
CMN413	Media ethics	3	0	3	5	CMN444	Communication and modernity	3	0	3	5
PRA433	Planning and app.in PR	0	3	3	5	PRA414	Publicity and promotion str.	3	0	3	5
PRA403	Management of ads&PR agencies	3	0	3	5	PRA440	Department project	0	3	3	5
CMN431	Political communication	3	0	3	5	PRA422	Corporate Communication	3	0	3	5
TOTAL		9	3	12	20	TOTAL		9	3	12	20
	TOTAL	Contact Hs			Lab/Practice Hs			Credit			ECTS
		87			9			96			160