

PUBLIC RELATIONS AND ADVERTISING

Istanbul Gelişim University Faculty of Applied Sciences

“
Our department provides students with the knowledge and skills required by the sector with its quality, professional, contemporary and awareness-raising course contents, expert academic staff and application projects aimed at internationalization.
”

Assoc. Dr. Emel TOZLU ÖZTAY

Head of Public Relations and Advertising Department



Uygulamalı Bilimler
Fakültesi



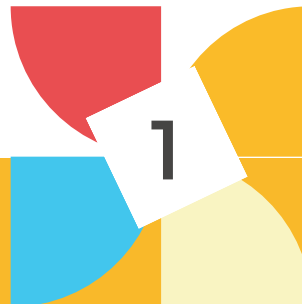


Exceed the Boundaries in Communication, Create Impact!

The Department of Public Relations and Advertising is of vital importance for institutions to communicate effectively in today's rapidly changing communication environment.

With the development of new communication technologies, institutions are expected to adapt to these technologies in order to be successful. Our department stands out with the harmony it provides between theory and practice. The theoretical knowledge provided in the field of Public Relations and Advertising, combined with practical applications, enables our students to become dynamic and successful communication experts and advertisers who adapt to the needs of the age. With this approach, you will learn to make a difference by using the power of communication. The Department of Public Relations and Advertising allows you to specialize in brand management with creative solutions while improving your strategic communication skills.

We offer our students the opportunity to become well-equipped communication and advertising professionals.



Purpose of the Section

The main purpose of the Department of Public Relations and Advertising, where training is given towards the goal of internationalization, is to train students who can integrate theoretical knowledge and practice, have social responsibility awareness, respect universal ethical values and create creative organizations in line with these ethical values, have knowledge of the use of new media and reflect today's technology into their profession. To train professional Public Relations and Advertising experts.

Future of the Department

The rapid development of digitalization increases the necessity for brands to interact and manage their reputation on digital platforms. While the demand for professionals specialized in crisis management and brand management is constantly increasing, companies' focus on social responsibilities also increases the importance of public relations experts. At the same time, the need for experts with data analysis and strategic planning skills in the field of advertising is increasing. For these reasons, public relations and advertising department students will play an important role in directing the communication strategies of companies and brands and creating successful campaigns in the future.





Program and Curriculum Information

In order to graduate from Istanbul Gelişim University, Faculty of Applied Sciences, Department of Public Relations and Advertising, it is necessary to complete a total course load of 141 credits and 256 ECTS.

In the first two years, our students take the necessary basic courses such as "Introduction to Sustainability, Academic Success and Social Life Skills", which are taught jointly in all departments of the Faculty of Applied Sciences. Starting from the third year, our students begin to take elective courses in addition to the compulsory courses required for this branch. Since the Department of Public Relations and Advertising has a multidisciplinary curriculum, the department has a flexible structure that students can shape according to their own interests. In this context, it provides interdisciplinary education with elective courses opened to the entire faculty. In addition, they receive training on different subjects along with social elective courses aimed at strengthening the student's world view and gaining additional skills.

In the fourth year, our student has decided on the field in which he will specialize and presents a professional organizational activity in the light of all the information he has learned in four years, together with the Organization Management course.

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By providing a learning environment based on innovative thinking, cultural diversity and ethical values, we raise individuals who will contribute to the construction of a society based on knowledge and skills and who are committed to the principles of sustainable development and social justice.

Dr. Lecturer Member Nevra ÜÇLER

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Department Accreditation

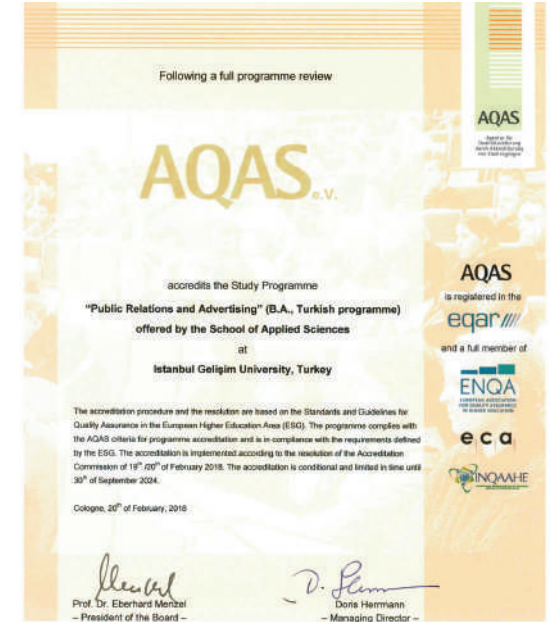
Istanbul Gelişim University, which attaches great importance to internationalization in education, offers education opportunities to its students and graduates with international accreditation and protocols signed with foreign universities.

IGU, which has made significant investments in its physical capacity, human resources and opportunities provided to its students in order to become a "Respected World University", started a very ambitious breakthrough process in 2017.

Founded in Germany in 2002 and a member of the European Quality Assurance Association, AQAS is a worldwide

It is an organization that has evaluated more than 5000 programs. It has accredited the educational programs of which more than 90 German universities are members. The accreditation it grants certifies that the accredited program complies with European standards and principles.

The Department of Public Relations and Advertising is also an accredited program and its compliance with European standards has been documented.



"Our faculty has been registered and certified by an independent organization that is a member of the European Quality Assurance Association, that it provides education in accordance with European standards and principles!"

Prof. Dr. Kamil Kaya
Dean of the Faculty of Applied Sciences



Learning Outcomes

The learning outcomes of the department are as follows:

- Explains the basic concepts in their field and the basic disciplines arising from these concepts.
- Compares communication theories with current information about the field.
- Solve problems related to the subject by identifying problems related to the field.
- He compares the knowledge and facts in his field with the fields of social sciences such as Sociology, Journalism, Television and Media.
- After graduating from this program, students conduct research and analysis in areas such as public relations, advertising and marketing.
- Using his field knowledge, he identifies and solves the problems he encounters in his field.
- It creates original and innovative strategies by approaching the dynamics of the field creatively and critically from an integrated perspective.
- He/she effectively explains his/her thoughts and ideas in writing and verbally to relevant people and institutions on subjects such as advertising, public relations and marketing.
- With awareness of social responsibility, he designs projects and events for the social environment he lives in.
- He determines his career goals by collaborating with the sector in line with the information he has gained about his field.
- Social and global issues related to communication
Analyzes and interprets the effects in different dimensions.

Gain Experience in Laboratories and Workshops

- Design Workshop
- Drawing Workshops
- Computer Laboratories (8 Laboratories)
- Innovative Studio
- Basic Art Workshop
- Applied Communication Workshop
- Printing Workshop
- Plato - RTV Studio
- Keyboard Spss Computer Laboratory
- Workshops Hall





Learn with a Multidisciplinary Approach!

Multidisciplinary Approach:

Multidisciplinary approach is the treatment of a problem or issue using knowledge, methods and perspectives from different disciplines. This approach aims to produce more comprehensive and effective solutions by bringing together the expertise of various fields, rather than trying to solve a specific issue or problem by looking at it from a single discipline.

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We train professionals who can successfully integrate theoretical knowledge and practice, have the ability to think critically and develop their researcher identity with an analytical approach. In this way, our graduates stand out in the business world as professionals who can solve problems with an analytical perspective, produce innovative ideas and constantly improve themselves.

Assoc. Dr. Zeynep Burcu ŞAHİN

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Abundance of Application-Focused Courses:

The abundance of application-oriented courses provides an in-depth learning experience in education by providing students with the opportunity to apply theoretical knowledge in real-world scenarios. While these courses provide students with practical skills, they also improve their problem-solving skills and ensure that they are prepared for the situations they will encounter in business life. Reinforcing theoretical knowledge with concrete practices increases students' interest in learning and provides permanent learning. In addition, such courses establish stronger ties between the business world and educational institutions, increasing students' employment opportunities after graduation and contributing to the education system becoming more responsive to current labor market needs.

Our Innovative Courses

- Brand Management Strategies
- Radio Television Advertising Applications
- Advertising Photography
- Graphic Design Applications in Advertising
- Campaign Planning in Public Relations
- Corporate communications
- Applied SPSS in Public Relations
- Organization Management in Public Relations
- Reputation management
- Graphic Animation in Advertising
- Approaches in Digital Marketing
- Public Opinion Research
- Public Relations and Sustainability
- Interactive Media
- Advertising Analytics

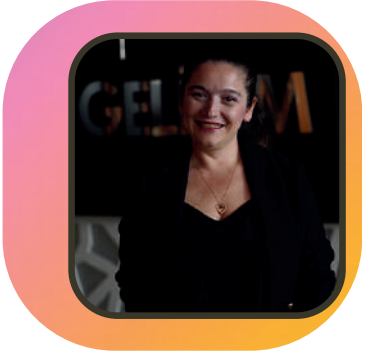


"We offer applied courses and projects in cooperation with leading individuals, institutions and organizations in the sector."

Assoc. Dr. Emel TOZLU ÖZTAY



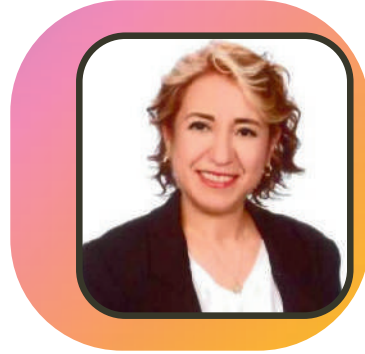
Our Academic Staff



 Assoc. Dr. Emel TOZLU ÖZTAY
*Head of Public Relations and
Advertising Department*



 Assoc. Dr. Zeynep Burcu
ŞAHİN



 Assoc. Dr. Sevinç KOÇAK



 Dr. Lecturer Member
Sinem EYİCE BAŞEV



 Dr. Lecturer Member
Nevra ÜÇLER



 Res. Asst. Defne ERTAŞ

In our department, the academic staff consists of faculty members with a wide range of areas of expertise. This diversity ensures that our students are nourished by a broad perspective and become effective communication designers.

In addition to lecturers with theoretical background in the field of Public Relations and Advertising, there are lecturers competent in design in our department.

Public Relations and Advertising Specialists of the Future are Being Trained at IGU UBF!

Our university and our department contribute not only to gaining knowledge and skills, but also to progress towards becoming an individual who will make his own difference and contribute to society.

Our students have the opportunity to improve their skills in various workshops, learn by having fun at festivals, raise awareness in social responsibility projects and participate in unforgettable events, and have the chance to show themselves off in competitions. Our activities also improve collaboration and team skills and provide career opportunities.

Activities carried out in our department are as follows:

- Workshops
- festivals
- Competitions
- Social responsibility projects
- Student Club Activities
- Seminars and Symposiums
- Interviews





Career Opportunities

Considering that the nature of the Public Relations and Advertising profession is needed by all individuals, institutions and organizations, it is an undeniable fact that career opportunities are wide on a sectoral basis. In this context, in the global world we live in, the need for the profession is increasing and its importance is emerging day by day.

- Advertising - PR agencies
- Media and communications companies
- Public Organizations
- Educational institutions
- Non-Governmental Organizations
- Newspapers
- television channels
- radio stations



Who Should Choose?

- Having social responsibility awareness
- Respectful of universal ethical values
- Mastering the use of new media
- Possess a thinking, analytical approach and investigative identity
- Following current trends
- Those who want to improve their communication skills
- Interested in digital media issues
- Able to produce innovative ideas
- Those considering a career plan in this sector
- anyone can apply.

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In our department, public relations and advertising projects are designed within the scope of applied courses with the leading people, institutions and organizations of the sector, and at the same time, various protocols are signed with Non-Governmental Organizations and students are prepared for real business life through social responsibility campaigns.

Assoc. Dr. Emel TOZLU ÖZTAY”



Double Major Opportunity

The purpose of the double major program is to enable students who complete their major programs with outstanding success to also receive a diploma in a second branch free of charge. Students who have a GPA of 2.90 out of 4.00 in their major program and who are in the 20% success bracket in their undergraduate/associate degree program can start their second major diploma program free of charge.

In which departments do Public Relations and Advertising Department students do double majors?

Nutrition and Dietetics



Television Journalism
and Programming



New Media and Communication



Psychology



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*Gain in-depth knowledge in both fields
with a broad perspective thanks to our
double major programs!*

Dr. Lecturer Member Sinem EYİCE BAŞEV

”

Sector Cooperation for a Strong Future

Our university attaches great importance to cooperation with the public, private sector and non-governmental organizations in its pursuit of excellence in education and research. These collaborations enable us to build a stronger future by sharing our knowledge and resources, working together to achieve common goals.

Start Your Internship Journey and Shape Your Future!

Our students begin to chart their career paths for the first time during 30 working days in the summer months following the fourth semester at the earliest. Students take their first steps into the sector with the Summer Internship compulsory course in our curriculum. In order to graduate, they must complete a 30-day summer internship in their field.

The institutions we cooperate with as stakeholders are as follows:



Our Scientific Research Projects

Department of Public Relations and Advertising **STILL LIFE AWARENESS PROJECT**

The goal of the project

Within the scope of the "Healthy and Quality Life" target, which is the 3rd goal of the 17 Sustainable Development Goals of the United Nations (UN), it is to raise awareness about the increasing sedentary lifestyle with the introduction of technology into our lives.

The subject of the project

This project aims to prevent inactivity and passive lifestyle with the increasing use of technology among young people.

Intrinsic Value of the Project

In the seminar we will hold at Istanbul Gelişim University, experts in their fields will be hosted as speakers and information will be given to raise awareness of university students about health and life. With the posters and brochures designed before the seminar, the target audience of the project was informed about technology addiction, preventing sedentary life, weight control, etc. Information on the topics will be provided.

Project Method

In this project, due to its social responsibility scope for public relations, it was preferred to conduct a survey using formal methods. While creating the survey form within the scope of the research, it was not inspired by any scale and was produced from scratch.

Project Manager and Researchers

**Dr. Lecturer Member
Nevra Üçler**

- Ahmet Berke Uzun
- Şükran Özkol
- Ceren Karakoç
- Yasemin Vanlı
- Taha Boztepe
- Eren Cetinkaya

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Department of Public Relations and Advertising **AGAINST DOMESTIC WASTE AWARENESS PROJECT**

The goal of the project

It is to raise awareness about the separation of recyclable household waste using the compost method within the scope of the "Responsible Production and Consumption" target, which is the 12th Goal of the 17 Sustainable Development Goals of the United Nations (UN).

The subject of the project

It has been determined that due to the population growth problem in the city, individuals throw away their waste instead of recycling and separating the waste. It is aimed to raise positive awareness in individuals about recycling and separating household waste.

Intrinsic Value of the Project

Information was obtained from Avcılar Municipality Climate Change and Zero Waste Directorate about whether there is a missing aspect in the society and whether organizations similar to our project have been held before. In the seminar we will hold at Istanbul Gelişim University, we will receive information about the organization from Avcılar Municipality Climate Change and Zero Waste Directorate and information will be given about what can be done.

Project Method

In this project, due to its social responsibility scope for public relations, it was preferred to conduct a survey using formal methods. While creating the survey form within the scope of the research, it was not inspired by any scale and was produced from scratch.

Project Manager and Researchers Assoc. Dr. Emel Tozlu Öztay

- Cemile İlhan
- Emin Eren Gedik
- İrem Feyza Kayalı
- Yusuf Durhat

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Department of Public Relations and Advertising **HOW SOLAR PANEL USE REDUCES CARBON FOOTPRINT AWARENESS PROJECT**

The goal of the project

The project, which is related to the "Accessible and Clean Energy" and "Climate Action" targets, which are the 7th and 13th Goals of the 17 Sustainable Development Goals of the United Nations (UN), aims to raise awareness about carbon emissions, which are of particular importance today.

The subject of the project

The project focuses on reducing the carbon footprint by popularizing solar panels, which is an important step in terms of environmental sustainability.

Intrinsic Value of the Project

In line with the research conducted, there are not many projects regarding the effect of solar panels on preventing the climate crisis and awareness of the use of solar panels. In this context, in the seminar we will hold at Istanbul Gelişim University, Chamber of Mechanical Engineers Energy Commission Member Recep Özgür Koç gave information about what can be done on the subject.

Project Method

In this project, due to its social responsibility scope for public relations, it was preferred to conduct a survey using formal methods. While creating the survey form within the scope of the research, it was not inspired by any scale and was produced from scratch.

Project Manager and Researchers Dr. Lecturer Member Nevra Üçler

- Merve İstemihan
- Selman Faris Akmeriç

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Our Scientific Research Projects



Department of Public Relations and Advertising NOT THROWING CIGARETTE BUTTS ON THE GROUND AWARENESS PROJECT

The goal of the project

Within the scope of the project, it is aimed to reveal various social responsibility-oriented public relations practices by conducting awareness research on the students at Istanbul Gelisim University campus to provide a campus opportunity where cigarette butts are recycled instead of throwing them on the ground for a sustainable environment.

The subject of the project

The project focuses on reducing the pollution caused by cigarette butts on the campus of Istanbul Gelisim University and the damage caused by cigarette butts to the environment.

Intrinsic Value of the Project

This project aims to encourage solution-oriented approaches through students by creating social awareness in the fight against environmental pollution. It contributes to a sustainable future with practical steps such as raising awareness and increasing waste bins to reduce the environmental damage caused by cigarette butts.

Project Method

In this project, due to its social responsibility scope for public relations, it was preferred to conduct a survey using formal methods. While creating the survey form within the scope of the research, it was not inspired by any scale and was produced from scratch.

Project Manager and Researchers

Assoc. Dr. Emel Tozlu Öztay

- Edanur Büyükbaş
- Fatih Murat Sezgin

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Department of Public Relations and Advertising GENDER ROLES IN LIFE AWARENESS PROJECT

The goal of the project

Gender equality, described as a human right by the United Nations (UN), is the 5th goal of the "Millennium Development Goals". Within the scope of this target, the aim of the project is to raise awareness of individuals who do not have sufficient knowledge about gender-based discrimination.

The subject of the project

Within the scope of the project, the aim is to draw attention to the inequality by looking at the classic saying "it was touched by the mother's hand" from a different perspective and with the slogan "it was touched by the father's hand".

Intrinsic Value of the Project

Within the scope of the project, it is aimed to create a sphere of influence by acting within the framework of the relevant subject, with the help of IGU UBF students in the research to be carried out. There are studies on gender in different disciplines, but the data within the scope of the project is important because it will be obtained from primary sources.

Project Method

The sample of the research was determined by the accessible sampling method. In this context, within the scope of the research sample, an online survey form will be created within the framework of the scale approved by the ethics committee and will be delivered to student groups through their representatives.

Project Manager and Researchers

**Dr. Lecturer Member
Nevra Üçler**

- İrem Cidan
- Hatice Ebrar Koçak

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Department of Public Relations and Advertising FOR THE VISUALLY IMPAIRED AWARENESS PROJECT

The goal of the project

The project is based on the "Reducing Inequalities" target from the United Nations (UN) Sustainable Development Goals. In this direction, starting from Istanbul Gelisim University, it is aimed to draw attention to the problems caused by external factors in the social lives of disabled individuals, to minimize these problems and to increase the level of awareness in the society.

The subject of the project

The subject of the project is an awareness study aimed at understanding the difficulties faced by visually impaired people in social life in Batman, which is subject to a rapid migration and urbanization process.

Intrinsic Value of the Project

Different activities have been held for visually impaired individuals within Istanbul Gelisim University. These activities are important in terms of raising awareness about visually impaired individuals, but no direct data was obtained from IGU students in these activities. Within the scope of this project, a survey will be conducted with IGU students within the scope of the hypothesis and purpose of the project.

Project Method

In this project, due to its social responsibility scope for public relations, it was preferred to conduct a survey using formal methods. While creating the survey form within the scope of the research, it was not inspired by any scale and was produced from scratch.

Project Manager and Researchers

Assoc. Dr. Emel Tozlu Öztay

- Ahsen Erva Uçar
- Buse Karasansar

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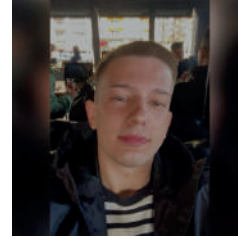


Strong Steps to the Future: Our Graduates



Özgür BAKAN

"We will continue on our way with the light that our professors at Istanbul Gelişim University, Department of Public Relations and Advertising have shed on us for four years. We will never forget the interest and concern you showed. We will forever carry the bonds of love and respect you gave us in our hearts as one of the Gelişim University family. We will show you that we are worthy students in every environment and in every sector. I would like to thank you and wish success to our new friends and colleagues who will join the Istanbul Gelişim University family."

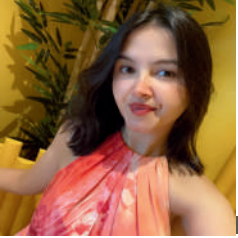


Selçuk MERT

"The university's extensive library resources and student-focused approach helped me maximize my potential. In this way, I can easily achieve my goal of communicating with an innovative perspective in order to ensure customer satisfaction in the business world and increase the brand's interaction with the society."

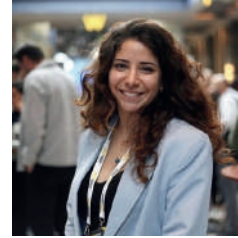


Strong Steps to the Future: Our Graduates



Rümeyşanur ÇAYIRLI

"As a graduate of Istanbul Gelişim University, I can say with peace of mind that the opportunities offered throughout my education and the support of my guiding professors have played a big role in me being where I am now in my professional life. "I would like to thank my university and my valuable professors who still trust our ideas even though many years have passed since my graduation."



Miray Badem

"The social responsibility projects I implemented at Istanbul Gelişim University guided me in the first steps of my career. Thanks to my responsibilities in these projects, I had the opportunity to learn and practice the dynamics of business life early. I would like to thank my department professors for their efforts and support. I believe that taking an active part in projects will have a big share in your success."

“ —

Become
Stronger with
Theory,

Be Different with
Application!

**PUBLIC
RELATIONS AND
ADVERTISING**

*For more information, you can contact the
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