

PUBLIC RELATIONS AND PUBLICITY

**Istanbul Gelisim University Faculty of Economics,
Administrative and Social Sciences**



"The process of globalization also brings intense competition. To cope with this competition, it is essential to train human resources that are equipped with knowledge and skills, are inquisitive, and can understand and interpret the world."



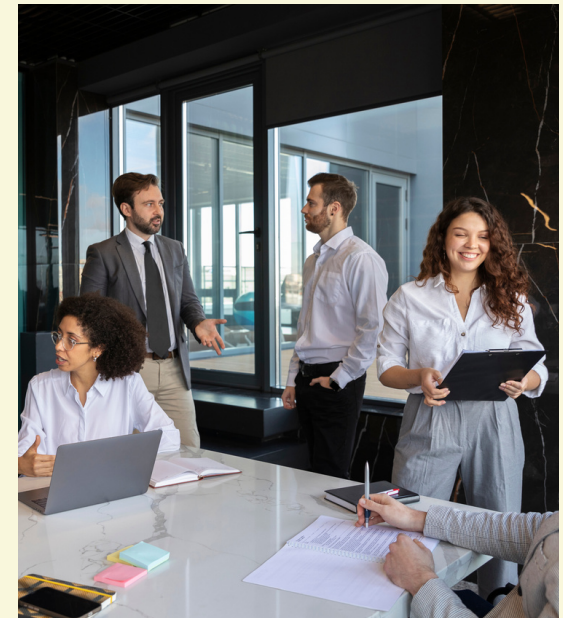
Prof. Dr. Kenan AYDIN
**Dean of the Faculty of Economics,
Administrative and Social Sciences**

Our Mission To Train the Communication Professionals of the Future!

As Istanbul Gelisim University Faculty of Economics, Administrative and Social Sciences, Department of Public Relations and Publicity, our graduates are expected to be able to establish accurate and effective communication with the stakeholders and target audiences of all kinds of private, public and independent organizations on issues of interest to the society. To achieve this goal, we aim for our students to;

- Design creative and effective campaigns and develop projects that attract and influence the attention of the society,
- Be able to create long-term and sustainable communication strategies,
- Determine the communication language of the organization they undertake and communicate with the target audience accurately and effectively,
- Become individuals who can solve complex problems quickly and rationally and have developed analytical thinking skills.

In order to achieve this goal, the Department of Public Relations and Publicity emphasizes the need for the public relations practitioner to act as a balance in the process of interaction between the institution and stakeholders, and provides students with knowledge, skills and ethical principles that will be beneficial for both stakeholders and institutions.



Purpose of the Department

The Department of Public Relations and Publicity aims to train communication specialists who can plan communication practices as a whole, think strategically, establish and manage secure communication ties in today's world where communication tools are highly diversified.

“*In this department, we train a new generation of communication professionals equipped with up-to-date, academic and sectoral knowledge in all areas of communication, from practice to strategy.*”

Future of the Department

Developments in communication infrastructure and technologies have further increased the importance of public relations in a new social structure that is individualized and globalized. In this complex and interactive structure, communication has become instantaneous and interactive from the interpersonal level to regional, national and global levels. Communication is vital everywhere and at every level.

Our graduates have a wide range of work in the public and private sectors and democratic mass organizations. Our graduates can work not only in advertising, public relations and communication agencies, but also in corporate communication, marketing departments, brand and marketing communication. Our graduates who continue their graduate programs can also pursue an academic career.



Program and Curriculum Information

In order to graduate from Istanbul Gelisim University, Faculty of Economics, Administrative and Social Sciences, Department of Public Relations and Publicity, it is necessary to complete a total course load of 144 credits and 256 ECTS.

After taking the basic courses required for entry into the field of communication and public relations, which are taught in common in all departments of the Faculty of Economics, Administrative and Social Sciences in the first two years, our students start taking elective courses as well as the compulsory courses required for this branch from the third year.

Courses such as Corporate Identity and Brand Management, Civil Society and Public Relations, Reputation Management, Creative Advertising Strategies, Photography and Camera, Digital Content Production in the curriculum of the Public Relations and Publicity department enable students to develop effective communication strategies. In addition, conferences, workshops and projects presented by experienced professionals in the sector, as well as in-department certified trainings help our students to differentiate and develop their perspectives and practical skills. Concepts such as Corporate Social Responsibility and Sustainability, which are the new values of the changing world, are at the center of communication education, enabling students to step into a successful career in the sector, while strengthening their contributions to the future by increasing social awareness. As a department, we have shaped our curriculum and education style by considering the academic perspective and stakeholder qualifications and expectations. Our curriculum offers an integrated approach with basic disciplines such as psychology, sociology, marketing and public opinion research, data analysis and statistical methods in the formulation of communication strategies, thus ensuring that our students receive a comprehensive communication education.

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In our public relations education, we focus on effective communication strategies. With our academic staff and up-to-date curriculum, we train a new generation of public relations experts who are ready for all sectors, equipped with academic and up-to-date knowledge that will meet the communication needs of the age. Our department is waiting for you with its wide career opportunities and dynamic structure.

Assoc. Prof. Sarp BAĞCAN

Department Accreditation

Attaching great importance to internationalization in education, Istanbul Gelisim University offers education opportunities to its students and graduates through international accreditation and protocols signed with foreign universities.

IGU, which has made significant investments in its physical capacity, human resources and the opportunities it provides to its students on the way to becoming a "Respected World University", started a very ambitious breakthrough process in 2017.

In 2018, the Departments of the Faculty of Economics, Administrative and Social Sciences were found eligible for accreditation by the AQAS organization, a member of the European Quality Assurance Association, and received their accreditation certificates. AQAS, which was established in Germany in 2002 and is a member of the European Quality Assurance Association, is an organization that has evaluated more than 5,000 programs worldwide. It has accredited the educational programs of over 90 German universities. The accreditation certifies that the accredited program complies with European standards and principles.

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





Learning Outcomes

The learning outcomes of the department are as follows:

- Defines basic communication theories with the knowledge gained in the field of Public Relations and Publicity.
- Lists the basic features of communication in items.
- Interprets the basic features of communication and produces creative solutions to achieve consensus in an existing communication problem.
- Uses the basic knowledge in the field of Public Relations and Publicity in interdisciplinary studies.
- Produces projects in professional life by evaluating information related to social and science sciences.
- Explains the basic concepts of public relations and advertising in detail.
- Analyzes and evaluates national and international social events in the light of current debates.
- Uses his/her strengths such as leadership, communication skills, presentation skills, etc. in his/her professional activities.
- Follows the innovations in the field of communication and important written and oral communication tools related to the field.
- Writes press releases to promote the organization he/she works for or owns.
- Creates communication programs within public relations and advertising campaigns.
- Uses local and foreign data sources published in the field of communication and public relations and advertising in the field of communication in their own studies such as articles and projects.
- Evaluates the planning processes of past communication programs, public relations and advertising practices.
- Uses communication techniques in the right place, environment and time.
- Plans communication programs with the awareness of ethical values in professional work.

Opportunity to Practice in Laboratories and Workshops

- Computer Laboratories
- Clinical Psychology Laboratory
- Clinical Interview and Observation Laboratory
- Experimental Psychology Laboratory
- EEG Laboratory
- Keyboard Spss Computer Laboratory
- Pocket Cinema
- Radio, Television and Cinema Studio
- Workshops Hall
- Advertising Workshop (Block A)
- Design Workshop



More than a Diploma!

Education Strengthened by Work Experience:

Our department's application courses help students prepare for their post-graduation careers by combining their theoretical knowledge with real-world experience. In this way, students take an important step in their journey of specialization by adapting to the expectations in the sector.

Practical and Theoretical, Integrated Approach:

Our students graduate with the skills of using the program that they need to master in today's world and theoretical knowledge about the profession. This allows our students to stand out in their professional lives.



Curriculum That Directs the Current

Our curriculum is updated to address today's problems and approaches in the field. In this way, our students not only master today's topics but also have the capacity to offer suggestions with their own approaches.

Solution-Focused Approach:

The student-instructor relationship in our department is solution-oriented and inclusive. With this approach, mentoring, individual guidance and academic counseling methods are used to increase students' success.

Innovative Courses

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Our curriculum focuses on key topics such as marketing communication, crisis communication, and corporate communication, while adapting to industry needs and stakeholder expectations. Our students take a wide range of courses and gain hands-on experience to become communicators who will drive the internal and external relationships of organizations.

Assist. Prof. İlknur Gümüş

Our curriculum aims to equip our students with a holistic understanding of corporate communication, emphasizing the needs of our age and the importance of marketing communication with the spread of communication technologies. Our academic staff helps students gain different perspectives with course content that will help guide relationships with internal and external stakeholders, thereby preparing young communicators to successfully navigate today's complex and dynamic world. Our innovative courses can be summarized as follows:

- Digital Content Production
- Video and Sound Editing
- Civil Society and Public Relations
- New Media
- Digital Marketing



Academic Staff



**Assoc. Prof.
Sarp BAGCAN**

Public Relations and Publicity-
Head of Department



**Prof.
Sacide VURAL**



**Asst. Prof.
İlknur GÜMÜŞ**



**Res. Asst.
Merve BOYACI YILDIRIM**



**Res. Asst.
Emre ERGEN**

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The academic staff of the department consists of experts with both theoretical and practical background. The education process emphasizes the need for the public relations practitioner to act as a balance in the process of interaction between the institution and stakeholders, and provides students with knowledge, skills and ethical principles that will be beneficial for both stakeholders and institutions.

Students of the Department of Public Relations and Publicity receive a qualified education from our faculty members from various fields of specialization and progress towards becoming professionals in the field of communication. The courses in the department curriculum focus on creative applications that can improve students' analysis and synthesis skills.

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Communication Everywhere, We are everywhere!

From brands to all public and private institutions and companies; from political parties to non-governmental organizations and those who want to create their personal brand, many subjects want to touch, communicate and interact with us in our lives.

In an age where communication is everywhere and very intense, from traditional channels to digital channels, public relations professionals who are “communication managers” are needed more than ever.

In our university and department, we train a new generation of public relations experts and communication managers who have grasped this environment and reality of the age and are ready for many public and private sectors with academic and up-to-date knowledge.

Welcome to our department, which is one of the most dynamic departments with the widest range of career opportunities.

The activities carried out in our department are as follows:

- Certificate Programs
- Workshops
- Festivals
- Social Responsibility Projects
- Student Club Activities
- Seminars and Symposiums
- Conversations



Career Opportunities

Graduates of the Department of Public Relations and Publicity have many career opportunities. Our graduates can work;

- In public relations agencies,
- In advertising agencies,
- In media organizations,
- In public relations units of state institutions,
- In corporate communication departments of corporate companies.

In addition, graduates of the Department of Public Relations and Publicity also have the right to run for district governor.

Who Should Choose?

This department may be suitable for people who;

- Have a social and creative aspect,
- Enjoy discovery and productivity,
- Are able to communicate well with the environment,
- Follow current developments closely,
- Are able to make sense of and interpret society and social events,
- Are able to express himself/herself in writing and verbally,
- Have high self-confidence,
- Have developed empathy skills or who want to improve these aspects.

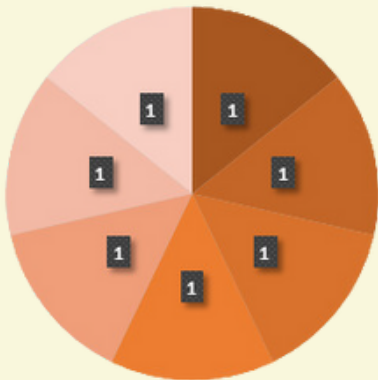
Our department awaits you with conferences, projects, workshops, certified trainings and curricula attended by important professionals from various sectors, national and global brands, as well as an educational approach that supports your personal development aspects and constantly aims for the better.

Assoc. Prof. Dr. Sarp Bağcan

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 Publicity Department students do their double major?



- RADIO AND TELEVISION PROGRAMMING
- PSYCHOLOGY (ENGLISH)
- INTERNATIONAL TRADE AND BUSINESS
- INTERIOR ARCHITECTURE
- INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN
- PSYCHOLOGY
- GASTRONOMY AND CULINARY ARTS

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Doing a Double Major in Public Relations and Publicity has instilled confidence in me, preparing me for life by adding more to the knowledge I already possess. I believe it will provide significant advantages in my professional career.

*Nisa Yağmur AYDIN
Psychology & Public Relations and
Publicity Double Major Student*

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Sector Power is the Key to the Future!

Our university aims for excellence in education and research. In this regard, it attaches great importance to cooperation with the public, private sector and non-governmental organizations. Through these collaborations, we share our knowledge and resources and work together to achieve common goals.

Some of the institutions we cooperate with as stakeholders are as follows:

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NOVELLI

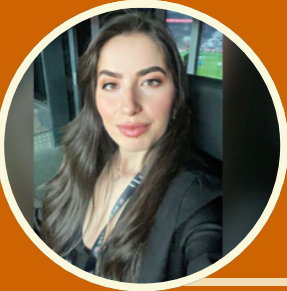
bisensei

MEDYAFORS
Kazandıran Buluşmalar Ayarlar.

Go on an Internship Journey, Discover Your Potential!

There is no compulsory internship in our department. Students can complete their internships voluntarily. In this process, we are increasing our departmental collaborations day by day in order to ensure career development.

Strong Steps to the Future: Our Graduates



Melike SOLHAN

Graduate of Public Relations and Publicity Department

"I graduated from Istanbul Gelişim University, Department of Public Relations and Publicity in 2020. Feeling the support, interest, dedication and trust of our professors during and after my undergraduate education always made me feel like I was at home.

One of the main goals of our professors was to bring each of us to the sector as creative, high-energetic, friendly, being able to think and implement effectively, with strong penmanship, high persuasion ability, prone to team work, and solution-oriented public relations graduates. In this context, on behalf of my friends and myself, I would like to express a huge gratitude to our professors and department for always being there for us."



Damla KAHRAMAN

Graduate of Public Relations and Publicity Department

I graduated from Istanbul Gelisim University, Department of Public Relations and Publicity in 2023. During my undergraduate education, the facilities of our school and the support, interest and help of our professors have always enabled us to improve ourselves.

With the direct transfer of the knowledge gained by our professors in their education, they also illuminated our path with their own light. And they are still our strongest light on our path. It was one of the main goals of our professors to develop each of their students to be successful in their field and department, to have high persuasion skills, to be prone to teamwork, to be able to make fast and effective decisions and to always be eager to learn.

For this reason, I would like to express my sincere thanks to our school and my department teachers for all their support in my education life.

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Empower with
Knowledge

Grow with
Discovery

Lead
Communication!

**THE
DEPARTMENT
OF
PUBLIC
RELATIONS
AND
PUBLICITY**

*For more information, you can
contact the head of the department:
sbagcan@gelisim.edu.tr*

İLETİŞİM:



iisbf.gelisim.edu.tr



[iguiisbf](https://www.instagram.com/iguiisbf)



0212 422 70 00



*Istanbul Gelişim University,
K Block 10. Floor, 1002*