

PUBLIC RELATIONS AND PUBLICITY

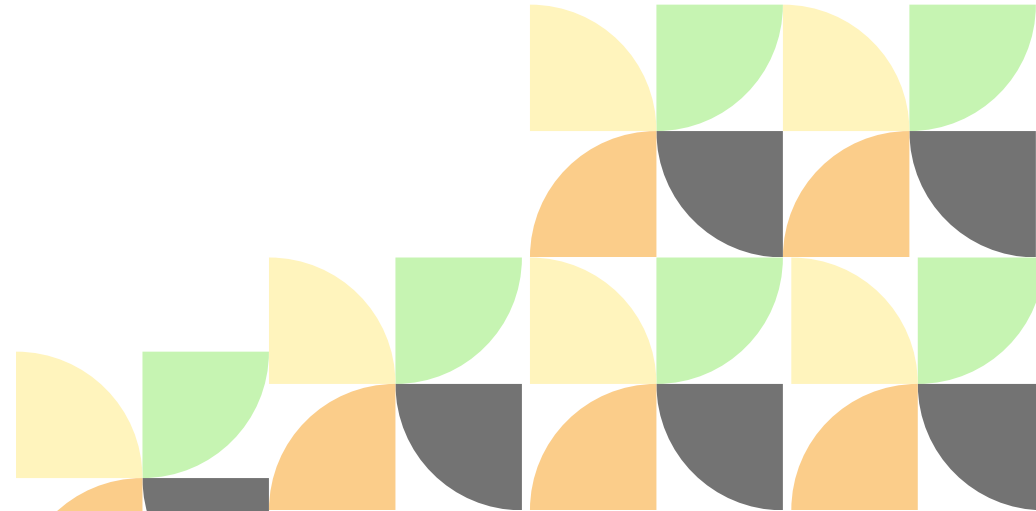
Istanbul Gelişim University
Istanbul Gelişim Vocational School

“ We provide theoretical and practical insights on how to effectively manage communication processes with the target audiences of individuals, institutions, or organizations in our program. We contribute to our students' transition into the industry as qualified PR professionals. ”

Lect. Dr. Atilla AKALIN
Head of Public Relations and Advertisement Program



Istanbul Gelişim
Meslek Yüksekokulu





The Aim of the Program

To educate individuals who are professionally equipped, responsible, solution-oriented, proactive, proactive, global thinkers in line with ethical and scientific methods for the public relations and promotion sector and society, which acts as a bridge in the communication between the institution and the public.

— “ —

In this program, we train communicators who are committed to being a communicator, who can analyze their environment well and make strategic communication moves in accordance with the conditions.

— ” —



Future of the Program

With the globalizing world, competition in the business world has made marketing, promotion and communication studies a necessity. However, when we look at the past, it is seen that the definitions and boundaries of fields such as public relations, publicity, advertising, marketing communication, which appear as new disciplines, are often confused with each other and not fully understood. As the Public Relations and Publicity Program, we aim to raise professionally conscious individuals in order to prevent this confusion and disagreement in the sector, and to ensure that these individuals take their places in the leading reputable organizations of our country and the world as successful professionals in their field.



Curriculum Information

Istanbul Gelisim University, Istanbul Gelisim Vocational School Public Relations and Advertisement Program is two academic years and the total minimum credit amount to be completed depending on the student workload is 120 ECTS.

In the first two semesters, our students take the courses that are taught in common in our vocational school and the basic introductory courses in the vocational field. Starting from the third semester, the focus is on vocational courses and our students start to take elective courses as well as the compulsory courses required in the vocational sense.



Academic Staff



**Lect. Dr. Atilla
AKALIN**

Head of Public Relations
and Advertisement Program



**Lect.
Zeynep ÖZCAN**

Public Relations and
Advertisement



**Lect.
İrem KALKANLI**

Public Relations and
Advertisement



Sectoral Collaborations

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



Internship

At the end of the second or fourth semester, our students advance in their career journey by completing a 30-day summer internship in order to graduate.



Career Opportunities

Our students who graduate from the Public Relations and Publicity Program can work in corporate communication, brand communication, advertising, marketing and other communication departments of public or private organizations, media organizations, as well as social media management and communication consultancy.



Activities

Our university and our program contribute not only to gaining knowledge and skills, but also to progressing towards becoming an individual who will make his/her own difference and benefit the society. Our students have the opportunity to develop 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 in competitions. Our activities develop cooperation and team skills. They also offer career opportunities.

The activities carried out are as follows:

- Workshops
- Festivals
- Trips
- Seminars
- Symposiums
- Exhibitions
- Social Responsibility Projects
- Conversations
- Sustainable Events



Double Major Opportunities

The purpose of the double major program is to enable students who successfully complete their major programs to study in a second major program free of charge. Students who have a GPA of 2.90 out of 4.00 in their major program and who are in the top 20% of their undergraduate/pre-degree program can start the second major diploma program free of charge.



Erasmus+ Program

With Erasmus+, the European Union's (EU) grant program in education, youth and sports opportunities, our students can access various opportunities such as education, training, internship, professional development, non-formal learning-based youth activities abroad.



Research Centers

With 20 different application and research centers within our university, innovative, technological and sociological studies are carried out in many different branches. In addition, thematic research groups carry out studies that will contribute to science in 10 different fields from food to construction, automotive to health.

IGU Technology Transfer Office, which was established to provide the necessary information and guidance for academics, researchers, students and graduates to start their own initiatives, listens to all students who say "I have a project" and provides all kinds of opportunities to realize these projects.

Research Projects

Project Type: 2219-TÜBİTAK Postdoctoral Research Project Abroad

Project Title: Phenomenological Perspectives on the Problem of Evil: Rethinking Organicism against Animal Suffering for a New Theodicy

Project Coordinator: Lect. Dr. Atilla AKALIN

Project Location: University of Santiago De Compostela, Spain



Workshops, Laboratories and Studios

- Photography and Videography Workshop
- 6 Computer Laboratory-PC
- Computer Laboratory-MAC
- Plato-RTV Studio
- RTS Studio





DGS Course

Istanbul Gelisim Vocational School organizes the Vertical Transfer Examination (DGS) Course for our students free of charge every year. In the course, topics for DGS, especially basic mathematics and geometry, are covered.

In our course organized for second year students of our vocational school, our students can register and prepare for DGS free of charge by applying on the announced dates.



English Course

Istanbul Gelisim Vocational School, which operates with the aim of increasing the human equipment of our students within the framework of its vision of continuous development, opens vocational English courses for our students. The courses aim to provide an education based on social sciences and natural sciences. In the courses, our students' basic English knowledge is reinforced by working on field-specific English texts.

Our English courses are completely free of charge and contribute to increasing the human capital of our students.



IGU from Alumni Perspective



Pelin KIRCA

Public Relations and Advertisement
Program Graduate

Hello, I am Pelin Kirca. I won the IGMYO Public Relations and Publicity Program. I tried as much as I could; I paid attention to my class attendance and graduated from the Public Relations and Advirtesement Program as the first in the program. Later, with the support of my school, I decided to double major and chose the Sports Management Program. I am currently studying the last semester of the Sports Management Program. Although the school period is an intense process, I believe that everyone can succeed, trust yourself.



Let's Learn
Together

Let's
Discover
Together

Let's Connect
to the World!

PUBLIC RELATIONS AND PUBLICITY PROGRAM

**For more information, please contact
the head of program:**

aakalin@gelisim.edu.tr

CONTACT:



myo.gelisim.edu.tr



igumyo



igumyo



igumyo



0212 422 70 00