

THE DEPARTMENT OF ADVERTISING

**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**

Advertisers Who Can Produce Original, Creative Content and Designs

Istanbul Gelisim University, Faculty of Economics, Administrative and Social Sciences, Department of Advertising offers countless opportunities to our students as the first step in the lifelong learning process. Advertisements today occupy an important place in both traditional and alternative media channels, and there is a need for personnel to be employed in such an important field. For this purpose, it was decided to open our Advertising Department within our university; It is aimed to train students who are equipped to provide employment and move the sector forward. Students of our department will be equipped to design creative advertisements and have the necessary knowledge in this design process, to create advertising text, advertising visuals and commercial films, and to successfully apply communication in advertising. Our students will specialize themselves in the fields of advertising through learning theory and practice.

Through the accreditation process, our curriculum has been designed to ensure that students become well-equipped advertisers who can adapt to today's conditions, master computer-aided programs and use all the drawing methods necessary for their professional lives.



Purpose of the Department

As the Advertising Department, our main aim in education and training is to train individuals who are experts in their fields in order to meet the workforce needs of the advertising industry, which has developed and continues to develop with great momentum in the first quarter of the 21st century in the global and national arena. Additionally, we aim to bring the modern awareness required by advertising and communication to our students, and to advance in our field by contributing to our academic values.

“ Our department aims to teach advertising, which has an important position in today's world, along with what it entails, what it does, and how it is done.

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Future of the Department

With the developing communication technologies, the application of advertising design and advertising communication activities by anyone have caused the quality in this field to be questioned. There are deficiencies in the knowledge and experience in the field to carry out practical activities. Our department will provide training and education with both practical and theoretical courses under the roof of the academy, and will raise individuals, who are experts in their fields, to the advertising and communication sectors.





Program and Curriculum Information

In order to graduate from Istanbul Gelişim University, Faculty of Economics, Administrative and Social Sciences, Department of Advertising, it is necessary to complete a total course load of 134 credits and 240 ECTS.

In the first two years, our students take the basic courses required to enter the field of social sciences, which are taught jointly in all departments of the Faculty of Economics, Administrative and Social Sciences. Starting from the third year, our students begin to take elective courses in addition to the compulsory courses required for this branch. The Department of Advertising allows students to make a difference in the industry with the advertising courses included in its curriculum.

In this context, it provides interdisciplinary education with elective courses opened to the entire faculty. In addition, they can receive training on different subjects along with social elective courses aimed at strengthening the student's world view and gaining additional skills.

Advertising students, starting from the second year, are prepared for the industry with courses on advertising content and design and projects that use application and technical knowledge together.

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We educate students who know
the field of advertising and
communication in full detail with
our professional academic staff,
who closely follow the developing
communication technologies and
the innovations and diversity in the
world of communication and
integrate them into our program.

Assoc. Prof. Dr. Yelda ÜLKER

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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 accreditation process in 2017.

In these studies, which started in 2017, the Departments of the Faculty of Economics, Administrative and Social Sciences were found suitable to be accredited by the AQAS organization, which is a member of the European Quality Assurance Association, and received their accreditation documents. Founded in Germany in 2002 and a member of the European Quality Assurance Association, AQAS is an organization that has evaluated more than 5000 programs around the world. It has accredited the educational programs of over 90 German universities. The accreditation it grants certifies that the accredited program complies with European standards and principles.

The Department of Advertising is also a program in the process of being accredited and has a curriculum that complies with European standards.



Learning Outcomes

The learning outcomes of the department are as follows:

- Students; use basic knowledge in the field of advertising in interdisciplinary studies.
- Students; By adopting the principle of lifelong learning; have the ability to interpret and analyze data, identify problems and propose solutions by using the knowledge they have acquired in the field in their decisions, practices and behaviors.
- Students; create communication programs within the advertising campaign using professional criteria, standards and legal frameworks.
- Students; use information and communication technologies along with computer software of at least the European Computer Usage License Advanced Level required by the field. Students; critically evaluate the acquired knowledge and skills.
- Students; have sufficient awareness about the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.

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.

Our Innovative Courses

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Our theoretical and practical courses are aimed at working at the intersection of science and art and contain interdisciplinary information that may be required in both design and application.

Assoc. Prof. Dr. Yelda ÜLKER

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The program curriculum includes compulsory and elective courses from various departments in order to encourage interdisciplinary studies. The curriculum contents of the department, which constantly change and develop within the contemporary education approach, take national and international dynamics into account, and offer its students education opportunities at international standards. The curriculum is arranged in line with these goals. Some of the innovative elective courses contributed by the department are listed below:

- Graphic Production in Advertising
- Media Design
- Photography Applications in Advertising
- Creativity in Advertising
- Photoshop Applications
- Copywriting



Our Academic Staff



**Assoc. Prof. Dr.
Yelda ÜLKER**

Department of Advertising
Head of Department



**Asst. Prof. Dr.
Aydan ÜNLÜKAYA
ÇEVİRİCİ**

Department of Advertising
Deputy Head of Department



**Asst. Prof. Dr.
İpek SUCU**



**Asst. Prof. Dr.
Seyra KESTEL**



**Asst. Prof. Dr.
Bilge İPEK**



**Res. Asst.
Ece DEMİRKAPU**

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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 from a broad perspective and become competent in different subjects.

In the Department of Advertising, our students progress towards becoming successful Advertisers by receiving comprehensive training with faculty members from a wide range of areas of expertise. In this way, the student gains different perspectives and joins the creative and well-equipped Advertisers needed by the industry.

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Revolutionize Advertising: Trace the Future at IGU

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 develop collaboration and team skills. They also offer career opportunities.

Activities carried out in our department are as follows:

- Workshops
- Social Responsibility Projects
- Student Club Activities
- Exhibitions
- Interviews



Career Opportunities

Graduates of the Department of Advertising have a wide range of career opportunities.

- Our graduates can have the opportunity to work in the public and private sectors.
- They can work in institutions of newspapers, radio, television, magazines, and advertising agencies, digital agencies, etc.
- In creative departments in advertising agencies, they can take on job positions such as creative department manager, copywriter, and advertising designer.
- They can also continue their careers in academia.

Who Should Choose?

Students who are;

- Interested in advertising
- Enthusiastic about producing content
- Keen on design
- Interested in technology
- Interested in social and cultural issues
- Creative
- willing to work in the media field
- can apply to the Department of Advertising.

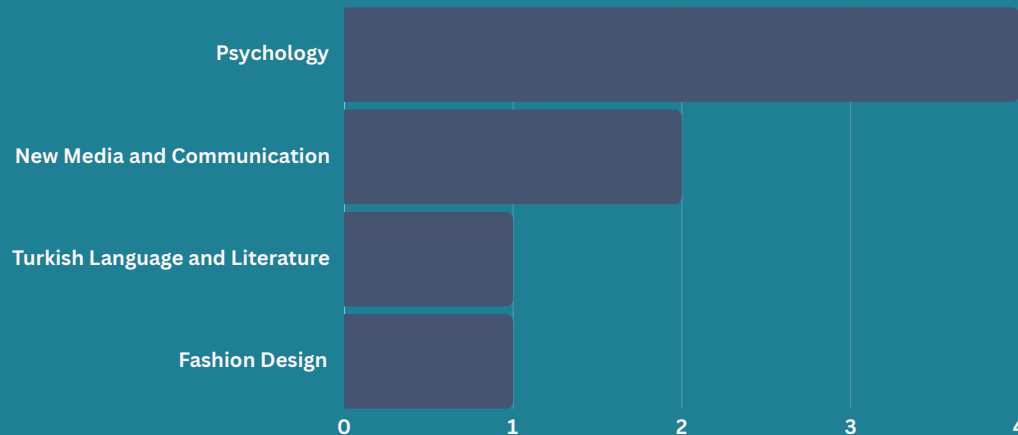
“We teach our students how to design an effective and successful advertisement to target audiences in traditional and new media channels and how to communicate in this design, and we provide this education in a way that enables them to respond innovatively to the ever-changing landscape of their profession.”

Asst. Prof. İpek Sucu
Department of Advertising

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 Advertising Department students do their Double Major?



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By doing my DM in Advertising, I am improving my creative thinking and strategic analysis skills. My perspective, enriched by the knowledge I have gained from different subjects, enables me to design innovative campaigns.

Ayşe Nur Solak
Double Major Student of Logistics
Management &
Advertising Department

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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. In this context, as the Advertising Department, we have signed external partnership protocols with advertising agencies. These external stakeholders both participate in our events and provide internship opportunities to our students.

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



Department Events

TALKS

- How to Be a Good Communicator: The Future of Agencies and Brands (Murat Üstüner)
- Journalism in Digital Media (Esma Balcioğlu)
- Digitalized News Broadcasting (Melida Mustafic)
- An Overview of Advertising Law (Hülya Erarslan)
- A Brand Story That Started with a Bicycle (Yasemin Kuruca)
- The Past, Present, and Future of Sustainability (İrem Taşcioğlu)
- The Digital Transformation of Traditional Advertising (İlker Müftüoğlu)

WORKSHOPS

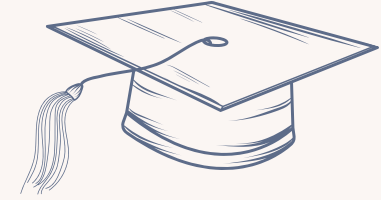
- Canva Poster Design Workshop (2-part training)

EXHIBITION

- Virtual Exhibition of Student Posters for International Women's Day – March 8



Strong Steps to the Future: Our Graduates



Aslı Songül ÖZBAY

Advertising Department Graduate



I graduated from the Advertising Department with honors in 2023. During my undergraduate years, I received an artistic and in-depth education in areas such as advertising management, shooting, design, marketing communications and advertising psychology. We had the opportunity to share our artistic and creative talents with art lovers by exhibiting our designs in our photomanipulation exhibition. By completing a Double Major in New Media and Communication, I gained experience in areas such as Public Relations, Corporate Communications, Events and Organizations, Marketing, Social Media and Content Writing during my student years, during which I was always open to improvement. Thanks to the training we received from our valuable teachers and the experiences I gained, I am currently working in the field of marketing and public relations and I continue to improve by learning new things. Be open to Development to reveal your creativity in the field of advertising!

Aleyna ZENGİN

Advertising Department Graduate



Hello, I graduated in 2023 as an honor student from the Department of Advertising Design and Communication and the Department of Psychology, where I did a double major. I am currently doing a master's degree in Clinical Psychology. The knowledge, understanding of education and support of my department professors enabled me to progress more professionally in this journey. I am grateful to my teachers who, in addition to theoretical education, also prepared us for business life. I would like to thank my valuable professors and Istanbul Gelisim University for helping me reach this position.

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Let's Learn
Together

Let's
Discover
Together

Let's Connect
to the World!

**THE
DEPARTMENT
OF
ADVERTISING**

*For more information, you can
contact the department head:*

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