

<b>PUBLIC RELATIONS AND INFORMATION MINOR PROGRAM</b>		
<b>COMPULSORY COURSES</b>		
<b>Course Code</b>	<b>Course Name</b>	<b>ECTS</b>
PUB102	Principles of Strategic Communication and PR	7 ECTS
<b>Total: 7 ECTS</b>		
<b>ELECTIVE COURSES</b>		
COMM104	Media and Communication	5 ECTS
COMM201	Audiovisual Culture	5 ECTS
PUB202	Strategic Corporate PR	5 ECTS
PUB203	Policy Making and Analysis	5 ECTS
PUB204	Strategic Political Communication	5 ECTS
PUB302	Risk and Crisis Management	10 ECTS
PUB303	Strategic Digital PR	5 ECTS
PUB304	Reputation and Perception Management	6 ECTS
PUB305	PR Sectors: Sports, Entertainment, and Finance	6 ECTS
PUB401	Internal Communication	6 ECTS
PUB 402	Health Communication	6 ECTS
<b>Total: 29 ECTS</b>		
<b>GRAND TOTAL: 36 ECTS</b>		
<b>GENERAL INFORMATION ABOUT MINOR PROGRAMS</b>		
<p>Students who registered to Minor Major in the Public Relations and Information Department must complete a course load of 36 ECTS. 7 ECTS credits of the curriculum consist of compulsory courses. The remaining 29 ECTS credits are completed from the elective pool. Students can take different elective courses with the approval of their advisors.</p>		