

ADVERTISING DOUBLE MAJOR PROGRAM			
1. YEAR 1. SEMESTER			
Course Code	Course Name	ECTS	EXPLANATION
KHAS101	Origins and Consequences	5	COMMON
KHAS103	History of Humankind	5	COMMON
KHAS105	Universal Values and Ethics	5	COMMON
KHAS107	Design	5	COMMON (KHAS107 is not a compulsory course in the Law Department. Students of the Law Department must take KHAS107 in the Advertising Double Major Program)
KHAS109	Computational Thinking	5	COMMON (KHAS109 is not a compulsory course in the Theatre Department. Students of the Theatre Department must take KHAS109 in the Advertising Double Major Program)
TLL101 / TLL103	Critical Reading and Writing in Turkish I / Speaking, Reading and Writing in Turkish for International Students I	3	COMMON
1. YEAR 2. SEMESTER			
Course Code	Course Name	ECTS	EXPLANATION
Core Elective Course of 10 ECTS in total		10	Core Electives taken from the Major Program and passed successfully can be transferred as Core Electives in the Advertising Double Major Program. However, if the courses to be transferred as Core Elective courses to the Advertising Double Major Program are not 10 ECTS in total, must be completed.
KHAS110 / KHAS120	Civic Responsibility Project / Civic Responsibility Project for International Students	2	COMMON
TLL102 / TLL104	Critical Reading and Writing in Turkish II / Speaking, Reading and Writing in Turkish for International Students II	3	COMMON
COMM102	Audiovisual Production	5	COMMON for Visual Communicaton Design, Public Relations and Informations, Radio, Television and Cinema, New Media
COMM104	Media and Communication	5	COMMON for Public Relations and Informations, Radio, Television and Cinema, New Media
ADV102	Market Basics for Advertising	7	
2. YEAR 3. SEMESTER			
Course Code	Course Name	ECTS	EXPLANATION
HST101	History of Modern Turkey I	2	COMMON
ADV201	Understanding Advertising	6	
ADV203	Creativity in Advertising	6	
ADV205	Research Design	9	
2. YEAR 4. SEMESTER			
Course Code	Course Name	ECTS	EXPLANATION
HST102	History of Modern Turkey II	2	COMMON
ADV202	Consumer Insights	6	
ADV204	Strategic Research for Advertising	6	
3. YEAR 5. SEMESTER			
Course Code	Course Name	ECTS	EXPLANATION
ADV301	Advertising Campaign Design I	6	
ADV303	Advertising Strategy	6	
ADV305	Copywriting	6	
3. YEAR 6. SEMESTER			
Course Code	Course Name	ECTS	EXPLANATION
ADV302	Advertising Campaign Design II	6	
ADV304	Art Directing	6	
4. YEAR 7. SEMESTER			
Course Code	Course Name	ECTS	EXPLANATION
COMM401	Senior Project I	8	COMMON for Visual Communicaton Design, Public Relations and Informations, Radio, Television and Cinema, New Media
ADV401	Advertising Management	6	
Course Code	Course Name	ECTS	EXPLANATION
COMM402	Senior Project II	10	COMMON for Visual Communicaton Design, Public Relations and Informations, Radio, Television and Cinema, New Media
ADVERTISING DOUBLE MAJOR PROGRAM FIELD AND FREE ELECTIVE COURSES			

COMM / ADV Field Elective Course of 60 ECTS in total	60	<i>Free Elective courses taken from the Major Program and successfully completed, the COMM / ADV coded and non-compulsory courses in the Department of Advertising can be transferred as the Field Elective of the Department of Advertising. However, if the courses to be transferred to the Advertising Double Major Program are not 60 ECTS in total, must be completed.</i>
Free Elective Course of 29 ECTS in total	29	<i>Field Elective courses (non-COMM / ADV coded courses and Field Elective and Non-Compulsory Courses in the Department of Advertising taken from the Major Program and passed successfully can be transferred as Free Elective courses in the Department of Advertising. However, if the free elective courses to be transferred to the Advertising Double Major Program are not 29 ECTS in total, must be completed.</i>
GRAND TOTAL: 240 ECTS		