

Course Code (Old)	Course Name	T+H+L	CREDIT	ECTS	Course Code (New)	Course Name	T+H+L	CREDIT	ECTS
ADV201	Understanding Advertising	2+2+0	3	6	ADV101	Understanding Advertising	2+2+0	3	6
AD104	Market Basics for Advertising	3+0+0	3	6	ADV102	Market Basics for Advertising	2+4+0	4	7
KHAS101	Origins and Consequences	3+0+0	3	5	ADV103	Pioneers of Advertising	3+0+0	3	6
KHAS107	Design	3+0+0	3	5	ADV114	Principles and Theories of Communication	3+0+0	3	7
AD215	Consumer Behavior	3+0+0	3	6	ADV202	Consumer Insights	1+4+0	3	6
AD211	Creativity in Advertising	3+0+0	3	6	ADV203	Creativity in Advertising	2+2+0	3	6
AD319	Marketing Research for Advertising	3+0+0	3	6	ADV204	Strategic Research for Advertising	1+4+0	3	6
ADV205	Research Design	2+8+0	6	9	ADV205*1	Research Design	3+0+0	3	6
AD214	Research Methods in Social Sciences	3+0+0	3	7	ADV205*1	Research Design	3+0+0	3	6
AD106	Staging for Advertising	3+0+0	3	7	ADV206	Staging for Advertising	2+2+0	3	6
AD225	Digital Advertising	3+0+0	3	6	ADV208	Digital Advertising	2+2+0	3	6
ADV210	Consumer Culture	2+2+0	3	6	ADV210*1	Consumer Culture	2+2+0	3	5
AD222	Consumption, Markets, and Culture	3+0+0	3	6	ADV210*1	Consumer Culture	2+2+0	3	5
CF231	Communication Theories	3+0+0	3	6	ADV212	Understanding Communication	2+2+0	3	6
AD208	Account Planning and Strategy	3+0+0	3	6	ADV303	Advertising Strategy	2+2+0	3	6
AD310	Art Directing	3+0+0	3	6	ADV304	Art Directing	1+4+0	3	6
AD309*2	Copy Writing	3+0+0	3	6	ADV305	Copywriting	2+2+0	3	6
AD415*2	Advertising Management	3+0+0	3	6	ADV401	Advertising Management	2+2+0	3	6
AD316*3	Advertising Production	3+0+0	3	6	ADV405	Advertising Production	1+4+0	3	6
CF101*3	Communication and Media	3+0+0	3	6	COMM104	Media and Communication	2+2+0	3	5
CF301*3	Communication Ethics and Rights	3+0+0	3	6	COMM202	Media Freedom and Rights	2+2+0	3	5
CF103*4	Keywords in Social Sciences	3+0+0	3	6	COMM303	Keywords in Social Sciences: Classical Era	3+0+0	3	6
CF104*5	World History and Civilizations	3+0+0	3	6	COMM304	Keywords in Social Sciences: New Times	3+0+0	3	6
AD442	Senior Project	6+0+0	6	12	COMM402	Senior Project II	2+8+0	6	10
AT101*1	Principles of Atatürk and History of Turkish Republic I	2+0+0	2	1	HST101	History of Modern Turkey I	2+0+0	2	2
AT102*3	Principles of Atatürk and History of Turkish Republic II	2+0+0	2	1	HST102	History of Modern Turkey II	2+0+0	2	2
KHAS100	Social Responsibility	0+1+0	0	1	KHAS110	Civic Responsibility Project	0+2+0	1	2
KHAS1400	Art, Literature and Controversy	3+0+0	3	5	THR110	Introduction to theatre: rehearsal principles	3+0+0	3	5
CF102*3	Communication and Art	3+0+0	3	6	THR110	Introduction to theatre: rehearsal principles	3+0+0	3	5
TD101	Turkish Language I	2+0+0	2	1	TLL101	Critical Reading and Writing in Turkish I	2+0+0	2	3
TD102	Turkish Language II	2+0+0	2	1	TLL102	Critical Reading and Writing in Turkish II	2+0+0	2	3