

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 511	Media Critics	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
Content	Kitle İletişiminin Anlam ve Önemi, İletişim Süreci ve İletişim Modelleri, Kuramlar; İkna Kuramları, Kitle İletişim Araçlarının Etkileri, Etkiye Dair Kuramlar, Mermi Kuramı, Suskunluk Sarmalı, Modern Kuramlar; McLuhan, Postman, Chomsky, Baudrillard, Küreselleşme sürecinde Kitle İletişim araçlarında görülen kartelleşme, dev medya holdingleri-siyaset-büyük sermaye ilişkileri vs.konuları ele alınacaktır.
References	

Theory Topics

Week	Weekly Contents
1	The meaning and importance of mass communication
2	Communication process and communication model
3	Persuasion theories
4	Mass media effects
5	Effects theories
6	Bullet Theory
7	Silence Spiral
8	Mid Term
9	Modern theories: McLuhan, Postman,
10	Modern theories:Chomsky, Baudrillard
11	Mass Media Cartel in Globalization Process
12	Relationship of Big Media Companies, politics and big capital
13	Presentations
14	Presentations

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 551	Corporate Communication	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Bu derste, kurumsal iletişimin devamlılığı ve başarısı için önemi vurgulanarak, kurumsal iletişim kanalları, araçları ve yöntemleri aktarılacaktır. Kurumsal iletişimin itibar yönetiminde oynadığı rol ele alınacaktır.
Content	1.Hafta: Giriş, dersin öğrencilere sunumu 2.Hafta: -İşletme yönetimi ve temel kavramlar,Kurumsal iletişimin tarihsel gelişimi/kurumsal iletişimi planlamak -Kurumlarda İletişim Biçim ve Araçları, Kanallar 3.Hafta: Yönetim-Organizasyon Kuramları 4.Hafta: Kurumsal Sosyal sorumluluk 5.Hafta:Kurumsal Kriz 6.Hafta: Kurum Kimliği ve İmajı 7.Hafta: Vize 8.Hafta: Kurum Kültürü 9.Hafta: 10.Hafta: Kurumsal İtibar 11.Hafta: Sunumlar 12.Hafta: Sunumlar 13.Hafta: Sunumlar 14.Hafta: Sunumlar
References	Haluk Gürgen. Örgütlerde İletişim Kalitesi. Der Yayınları, 1997. Zeyyad Sabuncuoğlu. Örgütlerde İletişim. Arıkan Yayınları, 2009. Ayla Okay. Kurum Kimliği. Mediacat Yayınları, 1999 Cees B.M. van Riel and Charles Fombrun. Essentials of Corporate Communication: Implementing Practices

for Effective Reputation Management. Routledge, 2007.

Peter Steidl and Garry Emery, Corporate Image and Identity Strategies Designing the Corporate Future. Business & Professional Publishing, 1999.

John M.T. Balmer and Stephan A.Greyser, Revealing the Corporation: Pespectives on Identity, Image, Reputation, Corporate Branding. Routledge.

John Doorley and Helio Fred Garcia. Reputation Management, Routledge, 2007

Naomi Langford and Woodand Brian Salter, Critical Corporate Communications: a Best Practice Blueprint. John Wiley & Sons, 2003

James Horton, Integrating Corporate Communication, Quorum Books, 1995

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 581	Marketing Principles	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Pazarlama stratejik kararlarından 'Konumlandırma'nın tanımı verilecek ve rekabetçi avantaj yaratmadaki önemi açıklanacak; konumlandırma stratejileri ve uygulama alanları örnekler bazında açıklanacak; ürünün farklı düzeylerde tanımları verilecek ve ürünü oluşturan katmanlar detaylandırılarak açıklanacak; ürün hattı ve karması kararlarının stratejik önemi belirtilecek; ürün hayat döngüsü aşamaları örneklerle desteklenerek açıklanacak; ürün fiyatlandırma politikaları genel hatlarıyla tanımlanacak; dağıtım kanalları ve lojistiğin pazarlama kararlarındaki yeri ve önemi açıklanacak; rekabet stratejileri tanımlanacak.
Content	1. Hafta: Pazarlama Stratejik Karar Sürecinin 3. aşaması Konumlandırma'daki rekabetçi avantaj yaratmanın önemi. 2. Hafta: Konumlandırma stratejileri ve strateji seçme ve uygulama alanları. 3. Hafta: Ürünü farklı düzeylerde tanımlama ve katmanlar. 4. Hafta: Ürün klasifikasyonu, bireysel ürün kararları: 1) Ürün özellikleri. 5. Hafta: 2) Markalama ve stratejiler. 6. Hafta: 3) Ambalaj 4) Satış sonrası hizmet. 7. Hafta: Ara Sınav (vize). 8. Hafta: Ürün hattı ve ürün karması kararları. 9. Hafta: Hizmet pazarlaması ve özellikleri. 10. Hafta: Ürün hayat döngüsü stratejileri ve aşamaları I. 11. Hafta: Ürün hayat döngüsü stratejileri ve aşamaları II. 12. Hafta: Ürün fiyatlandırma politikaları. 13. Hafta: Dağıtım kanalları ve lojistik. 14. Hafta: Rekabet stratejileri.
References	Kotler, P., Armstrong, G. (12.Edition). Principles of Marketing, New Jersey: Prentice Hall. İlgili diğer güncel makale ve kitaplar.

Theory Topics

Week	Weekly Contents
1	Week 1. "Positioning" and its importance in creating competitive advantage
2	Week 2. "Positioning" strategies, choosing and executing the right strategy for the brand
3	Week 3. Defining the product in various levels
4	Week 4. Product classification, individual product decisions 1) Product attitudes
5	Week 5. 2) Branding and branding strategies
6	Week 6. 3) Packaging 4) After sale service
7	Week 7. Mid-term exam
8	Week 8. Product line and product mix decisions
9	Week 9. Service marketing
10	Week 10. PLC strategies and stages I
11	Week 11. PLC strategies and stages II
12	Week 12. Product placing periods
13	Week 13. Distribution channels and logistics
14	Week 14. Competitive strategies.

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 541	Advertising and Campaign Analyses	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Bu dersin amacı öğrencilere reklam konusunda temel bilgileri vermek ve vaka analizleriyle reklam kampanyalarının çeşitli açılardan nasıl analiz edilebileceği konusunda bilgi kazandırmaktır.
Content	Reklamın tanımı, reklamla ilgili kurumlar, reklamın işleyiş süreci Başarılı bir reklam kampanyasının ilkeleri Reklam kampanyaları analizinde farklı yöntemler Vaka analizi
References	Ders notları, reklam filmleri ve dokümanları Paul Rutherford,. Yeni İkonalar, Çev.Mustafa K. Gerçeker, İstanbul, Yapı Kredi Yayınları, 1996. Judith Williamson. Reklamların Dili: Reklamlarda Anlam ve İdeoloji, Çev: Ahmet Fethi, Ankara, Ütopya Yayınevi, 2001. John Tomlinson. Kültürel Emperyalizm, Çev. Emrehan Zeybekoğlu, İstanbul, Ayrıntı Yayınları, 1999. Zeybekoğlu, İstanbul, Ayrıntı 1999 Varda Langholz Leymore, Hidden Myth: Structure&Symbolizm in Advertising, New York, Basic Books Inc., 1975. Nicolas Riou, Pub Fiction: Société Postmoderne et Nouvelles

Theory Topics

Week	Weekly Contents
1	Advertising definition, advertising institutions, advertising process functioning
2	Principles of an effective advertising campaign.
3	Various methods to analyze advertising campaigns.
4	How to analyze advertising campaigns target?
5	How to analyze advertising campaigns creative strategy?
6	Humor in advertising campaigns
7	Main themes in contemporary advertising campaigns
8	Case studies
9	Case studies
10	Case studies
11	Case studies
12	Case studies
13	Case studies
14	Case studies

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 614	Brand Management	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Bu dersin amacı; marka yönetiminin; marka kişiliği ve marka kimliği oluşturma, markayı tüketiciye sunma, markanın değerini belirleme, marka bilinirliği ve marka bağlılığını yaratabilme, pazarda istenilen paya sahip olma ve bunu koruma için markayı doğru konumlandırma aşamalarını kapsayan önemli bir yönetim süreci olduğunun yerel, ulusal ve uluslar arası örneklerle analiz edilmesidir.
Content	1. Hafta: Marka kavramı ve ilgili kavramlar 2. Hafta: Marka yönetimini kapsayan süreçler 3. Hafta: Marka kimliği, marka kişiliği ve marka imajı 4. Hafta: Marka mimarisi, marka ittifakı 5. Hafta: Marka kültürü, marka vaadi oluşturma 6. Hafta: Vize sınavı 7. Hafta: Marka konumlandırma stratejileri 8. Hafta: Markalama stratejileri 9. Hafta: Marka sadakati 10. Hafta: Marka yönetiminde kurumsal çağrışımlar 11. Hafta: Uzman konuk daveti 12. Hafta: Uzman konuk daveti 13. Hafta: Uzman konuk daveti 14. Hafta: Uzman konuk daveti
References	1) David A.Aaker, "Managing Brand Equity", Free Press, 1991. 2) David A.Aaker, "Güçlü Markalar Yaratmak", Mediacat Kitapları

3) Philip Kotler “B2B Marka Yönetimi”, Mediacat Kitapları

4) Philip Kotler, Principles of Marketing, 12th Edition, Prentice Hall.

5) Richard Rosenbaum-Elliott, Larry Percy, and Simon Pervan, “Strategic Brand Management”, Oxford University Press, 2011.

6) Nurhan Babür Tosun, İletişim Temelli Marka Yönetimi, Beta Yayınları, 2010.

7) Filiz Otay Demir (ed.), Markaloji: markaya Dair Her Şey, Giza Mavna Yayınları, İstanbul, 2012.

Sürelî yayınlar:

Harward Business Review

Journal of Public Relations Research

Journal of Advertising

Journal of International Marketing

Public Relations Quarterly

Public Relations Review

Theory Topics

Week	Weekly Contents
1	What is brand and related notions
2	Brand management process
3	Brand identity, brand personality, brand image
4	Brand architecture, brand alliance
5	Brand culture and brand promise
6	Midterm exam
7	Brand positioning strategies
8	Branding strategies
9	Brand loyalty
10	Brand's corporate associations in brand management
11	Invitation of a specialist
12	Invitation of a specialist
13	Invitation of a specialist
14	Invitation of a specialist

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 682	Digital media management	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Özellikle sayısal ortamlar üzerinden yürütülen pazarlama iletişimi yönetimi süreçlerinde öne çıkan bir unsur olan kullanıcı deneyimi ve kullanılabilirlik , ister bir web sitesi olsun, ister bir mobil site veya uygulama olsun herhangi bir dijital mecranın hedef kitle tarafından etkili, verimli ve memnuniyet sağlayacak şekilde kullanılabilmesi ve bu deneyimin bahsi geçen parametreler üzerinden ölçülebilmesidir. Son dönemde yapılan araştırmalar, web sitelerinde kullanılabilirliği arttırmaya ve kullanıcı deneyimini desteklemeye yönelik iyileştirmelerin, mevcut trafiği arttırmaya yönelik çabalara kıyasla ROI bağlamında çok yüksek oranda bir dönüşüm sağladığını ortaya koymuştur. Bu anlamda özellikle dijital medya profesyonellerinin kullanılabilirlik paradigması ve bu bağlamda etkileşimli medya tasarımı hakkında bilgi sahibi olmaları, söz konusu süreçlerin etkili olarak yönetilmesi ve değerli katkılar sunması açısından önem taşımaktadır. Bu bağlamda bu dersin amacı katılımcılara söz konusu kavramlar hakkında güçlü bir farkındalık sağlamak ve hem masaüstü hem de mobil ortamda sunulan etkileşimli arayüzlere yönelik uygulamalı olarak analiz bilgi ve becerisi kazandırmaktır.
Content	1. Hafta: Giriş Dersi 2. Hafta: Anahtar Kavramlar - İ İnsan-bilgisayar etkileşimi (Human-Computer Interaction (HCI)) - İ Grafik kullanıcı arayüzü (Graphical User Interface (GUI)) - İ Kullanılabilirlik

- o Kullanılabilirlik neden önemlidir?
- o E-ticaret dünyasına kullanılabilirlik perspektifiyle genel bir bakış
- o Kullanılabilirlik nasıl ölçülür?
 - ! Kullanıcı deneyimi
- o Bir fenomen olarak kullanıcı deneyimi
- ? Kullanıcı Çeşitliliği vs. Teknoloji Çeşitliliği
- ? Yeni çok ekranlı-dünyada kullanıcı deneyimi
- ? İyi kullanıcı deneyimi: Context/Convenience vs. Taste/Appeal
- o Kurumsal organizasyon içinde kullanıcı deneyimi
- ? Organizasyonel zorluklar
- ? Organizasyonel hedefler
- o Bir meslek olarak kullanıcı deneyimi
- ? Yeni Roller ve Sorumluluklar
 - ! Bir süreç olarak "Etkileşim Tasarımı"
- o Süreçlerin Evrimi: Waterfall vs. Agile vs. Lean UX
- o "Kullanıcı Deneyimi Merkezli yeni bir bakış": Etkileşim Tasarımında Süreç ve Yinelemeli İş Akışı

3. Hafta:

Evrensel Kullanılabilirlik: İlgili Kavramlar, Rehber Kurallar, Standartlar

- ! Herkes için Web ne kadar mümkün?
- o Kullanıcı Çeşitliliği
- o Teknolojik Çeşitlilik
- ! Evrensel Kullanılabilirlik Stratejileri
- o Destek Teknolojiler
- o Evrensel Tasarım
- o Farklı Kullanıcı Grupları için Evrensel Kullanılabilirlik Stratejileri

4. Hafta:

Kültürelleştirme ve "Küresel Mecralar"

- ! Uluslararasılaştırma
- ! Yerelleştirme
- ! "Küresel Mecralar" Tasarlamak için Parametreler
- ! Örnek Vaka Çalışmaları

5. Hafta:

Kullanılabilirlik Perspektifinde Arayüz Tasarımını Okumak: Patterns and Guidelines

- ! Bilgi Mimarisi
- o Bilgiyi düzenlemek
- o Bilgi Mimarisinin Sunumu
- o Arama Motoru Optimizasyonu

Egzersiz: Analiz Atölyesi

6. Hafta:

Kullanılabilirlik Perspektifinde Arayüz Tasarımını Okumak: Patterns and Guidelines

- ! Masaüstü Arayüzlerde Sayfa Yapısı ve Tasarımı

Egzersiz: Arayüz Analiz Atölyesi

7. Hafta:

Kullanılabilirlik Perspektifinde Arayüz Tasarımını Okumak: Patterns and Guidelines

- ! Mobil Arayüzlerde Sayfa Yapısı ve Tasarımı

Egzersiz: Arayüz Analiz Atölyesi

	8. Hafta: Kullanılabilirlik Perspektifinde Arayüz Tasarımını Okumak: Patterns and Guidelines Arayüzde Tasarımında Tipografi ve Görsel Malzeme Kullanımı Egzersiz: Arayüz Analiz Atölyesi 9. Hafta: Kullanılabilirlik Perspektifinde Arayüz Tasarımını Okumak: Patterns and Guidelines Form Tasarımı ? Egzersiz: Arayüz Analiz Atölyesi 10. – 14. Hafta: Vaka Analiz Sunumları
References	1 Key Concepts ? Brown, T. (2008) Design Thinking, Harward Business Review, June. ? Nielsen, J. (2012) Usability 101: Introduction to Usability, http://www.nngroup.com/articles/usability-101-introduction-to-usability/ ? User Experience White Paper: Bringing Clarity to the Concept of User Experience (2011) ? Grudin, J. (2008) A Moving Target: The Evolution of HCI, in The Human-Computer Interaction Handbook: Fundamentals, Evolving Technologies and Emerging Applications (Edi.) Sears, A and Jacko, J. A. , Lawrence Erlbaum Associates, Taylor and Francis Group. 1-24. ? Carrol, J. M. (2012) Human-Computer Interaction, Encyclopedia of Human-Computer Interaction, http://www.interaction-design.org/encyclopedia/human_computer_interaction_hci.html ? Shneidermann, B. and Plaisant, C. (2005) Designing the User Interface 4th Edition, Addison-Wesley. ? Zaphiris, P. and Siang Ang, C. (2009) Human-Computer Interaction: Concepts, Methodologies, Tools and Applications, Information Science Reference, Hershey, New York. ? Nielsen, J., 2008, Usability ROI Declining, But Still Strong, http://www.useit.com/alertbox/roi.html ? Shneiderman, B., 2011, The Next 25 Years of HCI Research: Technology-Mediated Social Participation, HCI2011 Keynote Speech ? UXPA (Usability Professionals Association), www.uxpa.com ? Mesut, J., 2009, Brighton BarCamp ? Knemeyer, D. and Svoboda, E., 2008 User Experience _ UX, www.interaction.gov.tr ? Andersen, S., P. 2008, Fundamentals of Experience Design, www.poetpainter.com ? Morville, P., 2004, User Experience Design, www.semanticstudios.com ? Raabe, P., 2010, User-Centered Design, www.paznow.com ? Revang, M., 2007, User Experience Design Project ? Brown, T., 2008, Design Thinking, Harward Business Review ? Reichenstein, O., 2009, The Spectrum of User Experience, iA, www.informationarchitects.jp ? Marsh, N., 2011, Service Design is Dead. The New Product is Alive, www.choose-nick.com ? Nielsen, J., 2006, Corporate Usability Maturity: Stages 1–4, www.alertbox.com ? Nielsen, J., 2006, Corporate Usability Maturity: Stages 5–8, www.alertbox.com ? www.usabilitycounts.com, 2012 ? UX Professionalism: Building Tomorrows' Digital Cathedrals, 2012 ? Jeff Gothelf, Lean UX: Getting Out Of The Deliverables Business, 2011, http://uxdesign.smashingmagazine.com/2011/03/07/lean-ux-getting-out-of-the-deliverables-business/ ? Wreblovski, L., 2011, An Event Apart: Persuasive Design, www.lukew.com ? Høgenhaug, P. S., 2012, Gamification and UX: Where Users Win or Lose, Smashing Magazine. ? Wreblovski, L., 2012, Luke Wreblovski, Evolving E-Commerce Checkout. ? The New Multi-Screen World: Understanding Cross-Platform Consumer Behavior, /Ipsos/Sterling, 2012.

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2 Universal Usability

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- ? Loranger, H. and Nielsen J. (2013) Teenage Usability: Designing Teen-Targeted Websites, Jakob Nielsen's Alertbox, <http://www.nngroup.com/articles/usability-of-websites-for-teenagers/>
- ? Nielsen, J. (2013) Seniors as Web Users, Jakob Nielsen's Alertbox, <http://www.nngroup.com/articles/usability-for-senior-citizens/>
- ? Nielsen, J. (2008) Middle-Aged Users' Declining Web Performance, <http://www.useit.com/alertbox/middle-aged-users.html>
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- ? Meyer, K. (2016) Young Adults/Millennials as Web Users (Ages 18-25), https://www.nngroup.com/articles/young-adults-ux/?utm_source=...6&utm_medium=email&utm_term=0_7f29a2b335-d96da19306-24233293
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- ? Cassell, J. (2008) Genderizing Human-Computer Interaction. J. A. Jacko ve A. Sears (eds.), The Human-Computer Interaction Handbook: Fundamentals, Evolving Technologies and Emerging Applications (Human Factors And Ergonomics), New York: Lawrence Erlbaum Assoc, 401-412.
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3 Information Architecture

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- Barker, I. (2005) What is information architecture?, Step Two Design, http://www.steptwo.com.au/papers/kmc_whatinfoarch/index.html
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4 UI Design for Desktop Environments

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8.3 Quantifying User Experience (Quantitative User Research)

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8.4 Usability Testing Instruments

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8.5 UX Research and Design Tools

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Theory Topics

Week	Weekly Contents
1	Introduction
2	Key Concepts
3	Universal Usability: Key Concepts, Guidelines, Standarts
4	Culturalization and “Global Digital Media”
5	Investigating User Interface Design through Usability: Patterns and Guidelines _ Information Architecture
6	Investigating User Interface Design through Usability: Patterns and Guidelines _ Desktop Environments
7	Investigating User Interface Design through Usability: Patterns and Guidelines _ Mobile Environments
8	Investigating User Interface Design through Usability: Patterns and Guidelines _ Use of Typography, Graphics and Multimedia in UI Design
9	Investigating User Interface Design through Usability: Patterns and Guidelines _ Form Design

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 634	Crisis Communication Management	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Bu derste elde edilecek bilgiler, işletmelerin marka ve itibarlarına yönelik kriz durumlarının yönetilmesinde temel oluşturacaktır. Öngörme, planlama, yönetme, kontrol etme ve değerlendirme ile ilgili bilgi ve yetilerin arttırılmasını hedefleyen ders, aynı zamanda da kriz ve risk durumları hakkında analitik bakış açısını da geliştirmeyi amaçlamaktadır.
Content	Kriz, Risk ve Sorun Yönetimi

	Kriz ve Risk İletişimi Yönetimi Kriz Yönetim Planı Kriz İletişimi Stratejileri Vaka analizleri Sosyal medyada kriz yönetimi Kriz Yönetiminde Ölçümleme ve Değerlendirme
References	Ders notları. ÇINARLI İnci, Kriz İletişimi: Örnek Vaka Analizleri ile, İstanbul: Beta Yayınları, 2016. LUKASZEWSKI, James E. "Seven Dimensions of Crisis Communication Management: A Strategic Analysis and Planning Model", Ragan's Communication Journal, January/February, 1999. ÇINARLI, İnci. "Bir Kriz İletişimi Yönetimi Vaka Analizi: Kaybolan Malezya Havayolları MH370 Sefer Sayılı Uçağı", Gazi University İletişim Kuram ve Araştırma Dergisi, 38, 2014. PAINE DELAHAYE, Katie. "How to Measure Your Results in Crisis", (2003), http://www.instituteforpr.com/pdf/HowtoMeasureYourResultsinaCrisis, KatieDelahayePaine2002.pdfIPR, 11.06.2006. ŞİMŞEK NARBAY, Mine. Kriz İletişimi. İstanbul: Nobel Yayınları, 2006. REGESTER, Michael and LARKIN, Judy. Risk Issues and Crisis Management in Public Relations: A Casebook of Best Practice, 4th. ed., London: Kogan Page, 2008. COOMBS, Timothy W. "Crisis Management and Communications", Institute for Public Relations, 2007. W. Timothy COOMBS ve Sherry J. HOLLADAY (Eds.). The Handbook of Crisis Communication, MA: Wiley and Blackwell, 2012. Robert L. HEATH ve H. Dan O'HAIR (Eds.). Handbook of Risk and Crisis Communication, NY: Routledge, 2010. İnci ÇINARLI. "Bir Kriz İletişimi Yönetimi Vaka Analizi: Kaybolan Malezya Havayolları MH370 Sefer Sayılı Uçağı", Gazi Üniversitesi İletişim Kuram ve Araştırma Dergisi, S.38, Bahar 2014, pp.95-114. Amiso M. GEORGE ve Cornelius B. PRATT (Eds.). Case Studies in Crisis Communication: International Perspectives on Hits and Misses, NY: Routledge, 2011. Howard J. SHIRE ve Justine KAYAL, "Brand Crisis Management", INTA Annual Meeting 2006. Niraj DAWAR ve Madan M. PILLUTLA, "Impact of Product-Harm Crises on Brand Equity: The Moderating Role of Consumer Expectations", Journal of Marketing Research, Vol.37 (May 2000), pp.215-226. Michael REGESTER ve Judy LARKIN. Risk Issues and Crisis Management in Public Relations, 4th ed., London: Kogan Page, 2008.

Theory Topics

Week	Weekly Contents
1	Definition of 'crisis' and conceptualization of the crisis communication and management process / Crisis typology and stages of crisis / Proactive and reactive crisis management
2	Crisis and credibility: definition of the threats against corporate reputation (activists' reactions, product recall, litigation etc.) and global perspectives of crisis (i.e. Enron, 2008 financial and economic crisis)
3	Crisis communication theories / Crisis management plan (CMP) / Case studies: Turkish Airlines Tekirdağ airplane, Toyota, Costa Cruises, BP Mexican Gulf oil spill, Volkswagen AG, Samsung Galaxy Note 7 etc.

Week	Weekly Contents
4	Media relations and crisis communication / Crisis management for social media
5	Brand crisis management and its effects on brand equity
6	Evaluation of crisis management / Measuring crisis communication performance.
7	Mid-term exam
8	Social media and crisis communication / Case studies of on-line crises
9	Relations between issues management-risk management-crisis management
10	Risk management and risk communication.
11	Presentation of crisis simulations prepared by students
12	Presentation of crisis simulations prepared by students
13	Presentation of crisis simulations prepared by students
14	Presentation of crisis simulations prepared by students

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 626	Communication and Persuasion	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Bu ders kapsamında, tarihsel bir perspektifle ikna alanında geliştirilen araştırma sonuçlarını, medya, toplum ve birey ekseninde farklı örneklerle tartışarak sorgulanması ve etkili iletişim stratejileri geliştirilmesi yönünde beceri kazandırılması amaçlanmaktadır.
Content	I. BÖLÜM: KAVRAMSAL YAKLAŞIMLAR İlk sorgulamalar Aristoteles ve Retorik G. Le Bon “ Kitleler Psikolojisi” G. Tarde “ Taklit Kanunları” II. Dünya Savaşı Propaganda örnekleri Sosyal Etkinin Gücü Normlar nasıl oluşur? Neden Uyum gösteririz? S. Asch Deneyi Otoriteye itaat ve sosyal rollerin etkisi - S.Milgram ve P. Zimbardo deneyleri Tutumlar arası tutarlılık ve Tutum- Davranış İlişkisi Tutumlarımız nasıl oluşur? Heider’in “Denge Kuramı” - Sevdiğim diğer sevdiğimi sevmezse ne yaparım? Festinger’in “Bilişsel Çelişki Kuramı” - Neden yanlış olduğunu düşündüğümüz şeyleri yapmaya devam ederiz? C. Hovland, Yale Üniversitesi “ Temel İletişim ve Tutum Değişimi ” Laboratuvar deney sonuçları Hangi kaynaktan gelen bilgi daha inandırıcıdır? Çekicilik, Sempatik ikna eder mi? Mesajı nasıl oluşturmaliyim? Kimler daha kolay ikna olur? R.B. Cialdini - İkna etmenin 6 temel prensibi Karşılıklı bulunma Sosyal Etki Tutarlılık Hoşlanma Azlık Otorite II.BÖLÜM: DİJİTAL YAŞAM VE İKNANIN DEĞİŞEN PARADİGMALARI Sosyal Medya Nasıl İkna Ediyor? Etkileşim Nedir? Neden Etkilidir? Daha güçlü Sosyal Etki Kim olduğunu bilmediğim kişi beni nasıl ikna edebiliyor? - Anonymat - Sosyal Ağların anlattıkları Teknoloji Kullanarak İkna -Stanford Üniversitesi, Captology Laboratuvarı araştırma sonuçları Örnek çalışma - Adımsayar dijital uygulamaları daha sağlıklı yaşam için davranış değişikliği yaratır mı? III. BÖLÜM: GELECEĞİN İKNA STRATEJİLERİ

	“Big Data” - Büyük Veri kullanımı Dijital girdilerin hızlı çoğalması Dijital ortamda oluşturduğumuz veriler bizi ikna etmek için kullanılabilir mi? “Storytelling” - Hikayelerin Gücü Senin hikayen nedir? Hikayeler neden etkilidir? “Gamification” - Oyunlaştırma Oyun oynarken ikna ediliyor olabilir miyiz? Oyun öğlerinin stratejik kullanımı
References	ALMEIDA Fabrice d', Images et Propagande, Casterman, Paris, 1995. BAIRD Jay W, The mythical world of Nazi war propaganda : 1939-1945 University of Minnesota Press, Minneapolis- Minn, 1974. BELLENGER Lionel, La persuasion, PUF, Collection que sais-je?, Paris, 1992. CIALDINI Robert B., İknanın Psikolojisi, traduit par Fevzi Yalım, MediaCat Kitapları, Ankara, 2001. CIALDINI Robert B., Influence: Science and Practice, Allyn & Bacon, 2003. CIALDINI Robert B., Harnessing the Science of Persuasion, Harvard Business Review; Vol. 79 Issue 9, 2001, pp72-79. HOGAN Kevin, The Psychology of persuasion: how to persuade others to your way of thinking, Pelican Publishing Company, Gretna, Louisiana, 2002. LE BON Gustave, Psychologie des foules, PUF/Quadrige, 5e éd., Paris, 1995. LEVINE Robert V., Power of Persuasion: How we're bought and sold, John Wiley&Sons, New Jersey, 2003. JOHNSTON D: Deirdre, The art and science of persuasion, Madison, Wis, Mc Graw Hill, 1994. JOWETT Garth, O'DONNELL Victoria, Propaganda and persuasion, Sage, London, 1986. KAĞITÇIBAŞI Çiğdem, İnsan ve insanlar: sosyal psikolojiye giriş, Evrim Basın Yayın Dağıtım, İstanbul, 1988. KAPFERER Jean-Noel, Les chemins de la persuasion : le mode d'influence des media et de la publicité sur les comportements, Gauthier-Villars, Paris, 1978. MESSARIS Paul, Visual Persuasion: The Role of Images in Advertising, Sage Publications, London, 1997. MİLLS Harry, Artful Persuasion: How to Command Attention, Change Minds, and Influence People, Publication Data, New York, 2000. MORTENSEN Kurt W, Maximum Influence: the 12 universal laws of power persuasion, Publication Data, New York, 2004. PERLOFF Richard, The dynamics of Persuasion: communication and attitudes in the 21st century, Lawrence Erlbaum, London, 2003. PETTY Richard E., CACIOPPO John T., The Elaboration Likelihood Model of Persuasion, Advances in Experimental social psychology, vol.19, Academic Press, 1986.

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 591	Communication and Globalization	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree

Objective	Dünyanın mekânsal ve zamansal olarak daralması/küçülmesi, kültürel çeşitlilikten kaynaklanan farklılıkların küresel iletişim düzenine nasıl eklenilebileceği sorunsalını önümüze koymaktadır. Küresel iletişim çağında iletişimsel ve politik/ekonomik iletişim sorunlarını düşünmek ve çözümlemek kaçınılmazdır. Bu dersin amacı sözkonusu sorunsalı tartışmak ve küreselleşmenin yarattığı sorunları çözümlenektir.
Content	Sanayi sonrası toplum ya da post-fordist toplumda iletişim, iş /emek süreci ve kültür/iktidar alanlarında ortaya çıkan dönüşümler ve yarattığı sorunlar bu dersin içeriğini oluşturmaktadır. Tüm büyük ulusal ve küresel şirketler kültürel farklılık ve bu farklılıkla iletişim sorunuyla doğrudan doğruya karşılaşmaktadır. Farklı dilleri konuşan ve farklı kültürlerle sahip şirket çalışanlarını ortak bir proje etrafında toparlamayı başarmak oldukça çetrefilli bir iş haline gelmiştir. ulusal ve ulus,üstü çalışma ve iletişim ortamları post-fordizmin etkisiyle girdiği dönüşüm ile daha fazla denetim ve gözetim olanaklarını elde etmeye başlamıştır. bu denetimi ve gözetimi dönüştürmenin nasıl olası olacağı önemli bir bahis olarak ortaya çıkmaktadır. Coğrafi, Toplumsal ve kültürel birbirinden farklı bağlamları küresel şirketlerin dikkate alması kaçınılmazlaşmıştır. Yönetim modellerinin yeni küresel çalışma ortamlarına uygun hale getirilmesi gerekmektedir. Bu derste, farklı kültürler arasındaki ekonomik, kültürel ve siyasi alanlarda ilişkilerin yoğunlaşmasıyla ortaya çıkan işbirliği, uyum sorunlarını çözümleyebilmek açısından kültürlerarası iletişimsel mantığın sunduğu olanakların neler olduğu ele sunulup tartışılacaktır. Ayrıca tüm büyük küresel şirketler kültürel farklılık ve bu farklılıkla iletişim sorunuyla doğrudan doğruya karşılaşmaktadır. Farklı dilleri konuşan ve farklı kültürlerle sahip bir şirket çalışanlarını ortak bir proje etrafında toparlamayı başarmak oldukça çetrefilli bir iş haline gelmiştir. Amaçları dönüştürmenin nasıl olası olacağı bu açıdan önemli bir bahis olarak ortaya çıkmaktadır. Coğrafi, Toplumsal ve kültürel birbirinden farklı bağlamları küresel şirketlerin dikkate alması kaçınılmazlaşmıştır. Yönetim modellerinin yeni küresel çalışma ortamlarına uygun hale getirilmesi gerekmektedir. Örneğin egemen Amerikan yönetim tarzının her şirket yapısına dayatılmasındansa özgün yönetim tarzları icat etmek gerekebilmektedir. Büyük küresel şirketler kültürlerarası iletişim deneyimlerinin ortaya çıktığı en ayrıksı yerler olarak karşımıza çıkmaktadır. Bu alanda elde edilen deneyimlerin uluslararası var olan diplomatik ve kültürel ilişkileri zenginleştirilmesi beklenmektedir. Günümüzde ekonomik mantık kültürel farklılığı dikkate almak zorunda kalmaktadır. Bunun kültürel çeşitlilikle birlikte yaşamının yeni yolları konusunda yol gösterici deneyimler oluşturmaya yardımcı olacağını dikkate almak gerekir. Hatta olgusal olarak işlerin pratikte daha hızlı ilerlediğini kabul etmek gerekir. Günümüz dünyasına baktığımızda kültürel, politik, toplumsal ve dinsel çeşitliliğin neredeyse sonsuz olduğunu görüyoruz. Yeni teknolojik buluşlar ve ekonomi dünyayı küçük bir köye dönüştürdü, böylece fiziki sınırların aşılmasına olanak tanıdı. Ancak aynı şekilde antropolojik farklılıklar tamamen aşikâr ve görülür hale geldi. Bu durumda kimi zaman mütevazî bir şekilde kültürler arasındaki farklılıkları tanımaya, onlara hoşgörü göstermeye çalışıyor ya da yaygınlaşan küresel iletişim ve kültür sayesinde Batı modernliğinin sessizce dünyanın her yanını saran ve benimsenen modernlik olmasını diliyoruz. Batı bakış açısından bakıldığında, unutulmuş şey yaygınlaşan küresel modernliğin daha barışçıl değil de daha çatışmalı bir dünyaya doğru evrildiğimizdir.
References	Derste öncelikle ilgili konularda hazırlanan ders notları temel alınır. Ek olarak alanla ilgili farklı okumalar öğrencilerin yapacağı sunumlar için verilir. Zygmunt Bauman Küreselleşme ve Toplumsal Sonuçları Paul Virilio Enformasyon Bombası Hubert L. Dreyfus İnternet Üzerine Christian Fuchs, Sosyal Medya Eleştirel Bir Giriş Jean Baudrillard Tüketim Toplumu Christian Fuchs Dijital Emek ve Karl Marx Richard Sennett Yeni Kapitalizm Kültürü

Joel Bakan Şirket
Richard Sennett Karakter Aşınması
Ralph Keyes Hakikat-sonrası çağ

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 521	Symbolic communication	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	Simgeler, bir iletişim aracıdır ve her simge kendi kültürünün yüklendiği anlamı içerirler. İletirler. Simgeler, kendi içinde hiçbir şey ifade etmemektedir. Dolayısıyla da, iletişim metinleri ve dünya bilgisi ile kurulan bağlam sonucu bir anlam kazanmaktadır.
Content	1.Hafta: Simge Nedir? 2.Hafta: Simgebilim Nedir? 3.Hafta: Simgesel İletişim Nedir? 4.Hafta: Simgeleri Örtük okumak. 5.Hafta: Simge Çeşitleri. 6.Hafta: Simgelerin İletişimselliği. 7.Hafta: Simgelerin Göstergebilimselliği. 8.Hafta: Bitkisel Simgeler. 9.Hafta: Doğasal Simgeler. 10.Hafta: Hayvansal Simgeler. 11.Nesnesel Simgeler. 12.Mistik Kahramansal Simgeler. 13.Renksele-Sayısal Simgeler. 14.İletişim Metinlerinde Simge Çözümlemeleri.
References	BORATAV Pertev (1946) Halk Hikayeleri. Ankara. DEMİR A.Faik-ÇOMAK A.Nebahat (2015) Şaman ve Türk Dünyası. Bağlam Yayınları. İstanbul. GREİMAS A. (1983) Structural Semantics. Lincoln: University of Nebraska Press. CAMPBELL J. (2003) İlkel Mitoloji (Çeviren: Kudret Emiroğlu) İmge Kitabevi. İstanbul. CAMPBELL J. (2003) Yaratıcı Mitoloji (Çeviren: Kudret Emiroğlu) İmge Kitabevi. İstanbul. ERHAT Azra (1993) Mitoloji Sözlüğü. Remzi Kitabevi. İstanbul. CAMPBELL J. (2003) Doğu Mitolojisi (Çeviren: Kudret Emiroğlu) İmge Kitabevi. İstanbul. CEZENAVE Michel (1989) Encyclopedie des Symboles. Le Livre de Poche. München. ÖGEL Bahaeddin (1989) Türk Mitolojisi. Türk Tarih Kurumu Basımevi. Ankara.

Theory Topics

Week	Weekly Contents
1	What is symbols.
2	What is symbolism.
3	What is symbolic communication
4	What are the symbole to read.
5	Symbol types and communication
6	Herbal of symboles.
7	Natural symbols.
8	Animal symbols.
9	Object symbols.
10	Mystical heroic symbols.
11	Colorless symbols.
12	Numerical symbols.
13	Stone symbols.
14	Symbols and semiotics.

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 514	Visual Culture	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	Le sens visuel joue un rôle vital pour la perception et l'interprétation du monde. L'œil est l'organe principal qui porte le monde extérieur à l'esprit. Cette priorité de l'œil vient de l'étroite relation de voir et de croire. Ce cours vise à mettre en place un point de vue critique au sens de la vision.
Content	1er cours : Qu'est-ce la Culture ? 2em cours : Qu'est-ce la Culture ? 3em cours : Culture et communication 4em cours : Vie Quotidienne 5em cours : Vie Quotidienne 6em cours : Temps et Espace Culturels 7em cours : Temps et Espace Culturels 8em cours : Examen Partiel 9em cours : Media Visuel I 10em cours : Media Visuel II 11em cours : Media Visuel III 12em cours : Nouvelles technologies et visualité 13em cours : Nouvelles technologies et visualité 14em cours : Evaluation
References	1. GÜVENÇ, Bozkurt. İnsan ve Kültür, İstanbul: Remzi Kitabevi 2. WINKIN, Yves. Anthropologie de la Communication, Bruxelles: de Boeck & Larcier, 1996 3. HALL, Edward T. Le Langage Silencieux, Paris: Seuil, 1984 4. BARRIER, Guy La Communication Non Verbale, Paris: ESF.1996

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 644	Consumption Sociology	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 652	Business Communication	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	Bu dersin amacı, öğrencilere günümüzün küresel, rekabetçi ve çok kültürlü iş dünyasında, işletmelerin kurum içi ve kurum dışı paydaşlarıyla sağlıklı ve etkili bir iletişim süreci yürütebilmesi için gereken temel bilgi ve birikimi kazandırmaktır.
Content	Bkz. Konu başlıkları
References	Kitap: Judith Dwyer (2006) The Business Communication Handbook, Pearson: Australia, 7th ed. Courtland L. Bovée and John V. Thill (2005) Business Communication Today, Pearson: USA. Alison Theaker(2006) Halkla İlişkilerin El Kitabı, 2. baskı, Mediacat Yayınları:İstanbul. Makale: Iris I. Varner (2000) The Theoretical Foundation for Intercultural Business Communication: A conceptual Model, The Journal of Business Communication, 37:39-57.

Theory Topics

Week	Weekly Contents
1	Introduction
2	Elements, Scope and Method of Business Communication
3	Globalization and Business Communication
4	.E-economy and Business Communication
5	Intercultural Communication
6	Cultural Differences and Business Communication
7	Ethics of Business Communication
8	Mid-term exam
9	Conventional Media and Business Communication
10	Internet, Web 2.0 and Business Communication
11	Social Media and New Trends
12	Mobile Business Communication
13	Communication Skills and Business Communication
14	Review

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 511	Media Critics	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 551	Corporate Communication	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Bu derste, kurumsal iletişimin devamlılığı ve başarısı için önemi vurgulanarak, kurumsal iletişim kanalları, araçları ve yöntemleri aktarılacaktır. Kurumsal iletişimin itibar yönetiminde oynadığı rol ele alınacaktır.
Content	1.Hafta: Giriş, dersin öğrencilere sunumu 2.Hafta: -İşletme yönetimi ve temel kavramlar,Kurumsal iletişimin tarihsel gelişimi/kurumsal iletişimi planlamak -Kurumlarda İletişim Biçim ve Araçları, Kanallar 3.Hafta: Yönetim-Organizasyon Kuramları 4.Hafta: Kurumsal Sosyal sorumluluk 5.Hafta:Kurumsal Kriz 6.Hafta: Kurum Kimliği ve İmajı 7.Hafta: Vize 8.Hafta: Kurum Kültürü 9.Hafta: 10.Hafta: Kurumsal İtibar 11.Hafta: Sunumlar 12.Hafta: Sunumlar 13.Hafta: Sunumlar 14.Hafta: Sunumlar
References	Haluk Gürgen. Örgütlerde İletişim Kalitesi. Der Yayınları, 1997. Zeyyad Sabuncuoğlu. Örgütlerde İletişim. Arıkan Yayınları, 2009. Ayla Okay. Kurum Kimliği. Mediacat Yayınları, 1999 Cees B.M. van Riel and Charles Fombrun. Essentials of Corporate Communication: Implementing Practices

for Effective Reputation Management. Routledge, 2007.

Peter Steidl and Garry Emery, Corporate Image and Identity Strategies Designing the Corporate Future. Business & Professional Publishing, 1999.

John M.T. Balmer and Stephan A.Greyser, Revealing the Corporation: Pespectives on Identity, Image, Reputation, Corporate Branding. Routledge.

John Doorley and Helio Fred Garcia. Reputation Management, Routledge, 2007

Naomi Langford and Woodand Brian Salter, Critical Corporate Communications: a Best Practice Blueprint. John Wiley & Sons, 2003

James Horton, Integrating Corporate Communication, Quorum Books, 1995

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 581	Marketing Principles	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 541	Advertising and Campaign Analyses	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Bu dersin amacı öğrencilere reklam konusunda temel bilgileri vermek ve vaka analizleriyle reklam kampanyalarının çeşitli açılardan nasıl analiz edilebileceği konusunda bilgi kazandırmaktır.
Content	Reklamın tanımı, reklamla ilgili kurumlar, reklamın işleyiş süreci Başarılı bir reklam kampanyasının ilkeleri Reklam kampanyaları analizinde farklı yöntemler Vaka analizi
References	Ders notları, reklam filmleri ve dokümanları Paul Rutherford,. Yeni İkonalar, Çev.Mustafa K. Gerçeker, İstanbul, Yapı Kredi Yayınları, 1996. Judith Williamson. Reklamların Dili: Reklamlarda Anlam ve İdeoloji, Çev: Ahmet Fethi, Ankara, Ütopya Yayınevi, 2001. John Tomlinson. Kültürel Emperyalizm, Çev. Emrehan Zeybekoğlu, İstanbul, Ayrıntı Yayınları, 1999. Zeybekoğlu, İstanbul, Ayrıntı 1999 Varda Langholz Leymore, Hidden Myth: Structure&Symbolizm in Advertising, New York, Basic Books Inc., 1975. Nicolas Riou, Pub Fiction: Société Postmoderne et Nouvelles

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 514	Visual Culture	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 591	Communication and Globalization	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 521	Symbolic communication	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	Simgeler, bir iletişim aracıdır ve her simge kendi kültürünün yüklendiği anlamı içerirler. İletirler. Simgeler, kendi içinde hiçbir şey ifade etmemektedir. Dolayısıyla da, iletişim metinleri ve dünya bilgisi ile kurulan bağlam sonucu bir anlam kazanmaktadır.
Content	1.Hafta: Simge Nedir? 2.Hafta: Simgebilim Nedir? 3.Hafta: Simgesel İletişim Nedir? 4.Hafta: Simgeleri Örtük okumak. 5.Hafta: Simge Çeşitleri. 6.Hafta: Simgelerin İletişimselliği. 7.Hafta: Simgelerin Göstergebilimselliği. 8.Hafta: Bitkisel Simgeler. 9.Hafta: Doğasal Simgeler. 10.Hafta: Hayvansal Simgeler. 11.Nesnesel Simgeler. 12.Mistik Kahramansal Simgeler. 13.Renksele-Sayısal Simgeler. 14.İletişim Metinlerinde Simge Çözümlemeleri.
References	BORATAV Pertev (1946) Halk Hikayeleri. Ankara. DEMİR A.Faik-ÇOMAK A.Nebahat (2015) Şaman ve Türk Dünyası. Bağlam Yayınları. İstanbul. GREİMAS A. (1983) Structural Semantics. Lincoln: University of Nebraska Press. CAMPBELL J. (2003) İlkel Mitoloji (Çeviren: Kudret Emiroğlu) İmge Kitabevi. İstanbul. CAMPBELL J. (2003) Yaratıcı Mitoloji (Çeviren: Kudret Emiroğlu) İmge Kitabevi. İstanbul. ERHAT Azra (1993) Mitoloji Sözlüğü. Remzi Kitabevi. İstanbul. CAMPBELL J. (2003) Doğu Mitolojisi (Çeviren: Kudret Emiroğlu) İmge Kitabevi. İstanbul. CEZENAVE Michel (1989) Encyclopedie des Symboles. Le Livre de Poche. München. ÖGEL Bahaeddin (1989) Türk Mitolojisi. Türk Tarih Kurumu Basımevi. Ankara.

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 614	Brand Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 682	Digital media management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Özellikle sayısal ortamlar üzerinden yürütülen pazarlama iletişimi yönetimi süreçlerinde öne çıkan bir unsur olan kullanıcı deneyimi ve kullanılabilirlik , ister bir web sitesi olsun, ister bir mobil site veya uygulama olsun herhangi bir dijital mecranın hedef kitle tarafından etkili, verimli ve memnuniyet sağlayacak şekilde kullanılabilmesi ve bu deneyimin bahsi geçen parametreler üzerinden ölçülebilmesidir. Son dönemde yapılan araştırmalar, web sitelerinde kullanılabilirliği arttırmaya ve kullanıcı deneyimini desteklemeye yönelik iyileştirmelerin, mevcut trafiği arttırmaya yönelik çabalara kıyasla ROI bağlamında çok yüksek oranda bir dönüşüm sağladığını ortaya koymuştur. Bu anlamda özellikle dijital medya profesyonellerinin kullanılabilirlik paradigması ve bu bağlamda etkileşimli medya tasarımı hakkında bilgi sahibi olmaları, söz konusu süreçlerin etkili olarak yönetilmesi ve değerli katkılar sunması açısından önem taşımaktadır. Bu bağlamda bu dersin amacı katılımcılara söz konusu kavramlar hakkında güçlü bir farkındalık sağlamak ve hem masaüstü hem de mobil ortamda sunulan etkileşimli arayüzlere yönelik uygulamalı olarak analiz bilgi ve becerisi kazandırmaktır.
Content	1. Hafta: Giriş Dersi 2. Hafta: Anahtar Kavramlar - İ İnsan-bilgisayar etkileşimi (Human-Computer Interaction (HCI)) - İ Grafik kullanıcı arayüzü (Graphical User Interface (GUI)) - İ Kullanılabilirlik - o Kullanılabilirlik neden önemlidir? - o E-ticaret dünyasına kullanılabilirlik perspektifiyle genel bir bakış - o Kullanılabilirlik nasıl ölçülür? - İ Kullanıcı deneyimi - o Bir fenomen olarak kullanıcı deneyimi ? Kullanıcı Çeşitliliği vs. Teknoloji Çeşitliliği ? Yeni çok ekranlı-dünyada kullanıcı deneyimi ? İyi kullanıcı deneyimi: Context/Convenience vs. Taste/Appeal - o Kurumsal organizasyon içinde kullanıcı deneyimi ? Organizasyonel zorluklar ? Organizasyonel hedefler - o Bir meslek olarak kullanıcı deneyimi ? Yeni Roller ve Sorumluluklar - İ Bir süreç olarak “Etkileşim Tasarımı” - o Süreçlerin Evrimi: Waterfall vs. Agile vs. Lean UX - o “Kullanıcı Deneyimi Merkezli yeni bir bakış”: Etkileşim Tasarımında Süreç ve Yinelemeli İş Akışı

3. Hafta:

Evrensel Kullanılabilirlik: İlgili Kavramlar, Rehber Kurallar, Standartlar

! Herkes için Web ne kadar mümkün?

o Kullanıcı Çeşitliliği

o Teknolojik Çeşitlilik

! Evrensel Kullanılabilirlik Stratejileri

o Destek Teknolojiler

o Evrensel Tasarım

o Farklı Kullanıcı Grupları için Evrensel Kullanılabilirlik Stratejileri

4. Hafta:

Kültürelleştirme ve “Küresel Mecralar”

! Uluslararasılaştırma

! Yerelleştirme

! “Küresel Mecralar” Tasarlamak için Parametreler

! Örnek Vaka Çalışmaları

5. Hafta:

Kullanılabilirlik Perspektifinde Arayüz Tasarımını Okumak: Patterns and Guidelines

! Bilgi Mimarisi

o Bilgiyi düzenlemek

o Bilgi Mimarisinin Sunumu

o Arama Motoru Optimizasyonu

Egzersiz: Analiz Atölyesi

6. Hafta:

Kullanılabilirlik Perspektifinde Arayüz Tasarımını Okumak: Patterns and Guidelines

! Masaüstü Arayüzlerde Sayfa Yapısı ve Tasarımı

Egzersiz: Arayüz Analiz Atölyesi

7. Hafta:

Kullanılabilirlik Perspektifinde Arayüz Tasarımını Okumak: Patterns and Guidelines

! Mobil Arayüzlerde Sayfa Yapısı ve Tasarımı

Egzersiz: Arayüz Analiz Atölyesi

8. Hafta:

Kullanılabilirlik Perspektifinde Arayüz Tasarımını Okumak: Patterns and Guidelines

! Arayüzde Tasarımında Tipografi ve Görsel Malzeme Kullanımı

Egzersiz: Arayüz Analiz Atölyesi

9. Hafta:

Kullanılabilirlik Perspektifinde Arayüz Tasarımını Okumak: Patterns and Guidelines

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? Egzersiz: Arayüz Analiz Atölyesi

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Theory Topics

Week	Weekly Contents
1	Introduction
2	Key Concepts
3	Universal Usability: Key Concepts, Guidelines, Standarts
4	Culturalization and “Global Digital Media”
5	Investigating User Interface Design through Usability: Patterns and Guidelines _ Information Architecture
6	Investigating User Interface Design through Usability: Patterns and Guidelines _ Desktop Environments
7	Investigating User Interface Design through Usability: Patterns and Guidelines _ Mobile Environments
8	Investigating User Interface Design through Usability: Patterns and Guidelines _ Use of Typography, Graphics and Multimedia in UI Design
9	Investigating User Interface Design through Usability: Patterns and Guidelines _ Form Design

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 634	Crisis Communication Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Bu derste elde edilecek bilgiler, işletmelerin marka ve itibarlarına yönelik kriz durumlarının yönetilmesinde temel oluşturacaktır. Öngörme, planlama, yönetme, kontrol etme ve değerlendirme ile ilgili bilgi ve yetilerin arttırılmasını hedefleyen ders, aynı zamanda da kriz ve risk durumları hakkında analitik bakış açısını da geliştirmeyi amaçlamaktadır.
Content	Kriz, Risk ve Sorun Yönetimi Kriz ve Risk İletişimi Yönetimi Kriz Yönetim Planı Kriz İletişimi Stratejileri Vak'a analizleri Sosyal medyada kriz yönetimi Kriz Yönetiminde Ölçümlleme ve Değerlendirme
References	Ders notları. ÇINARLI İnci, Kriz İletişimi: Örnek Vaka Analizleri ile, İstanbul: Beta Yayınları, 2016. LUKASZEWSKI, James E. "Seven Dimensions of Crisis Communication Management: A Strategic Analysis and Planning Model", Ragan's Communication Journal, January/February, 1999. ÇINARLI, İnci. "Bir Kriz İletişimi Yönetimi Vaka Analizi: Kaybolan Malezya Havayolları MH370 Sefer Sayılı Uçağı", Gazi University İletişim Kuram ve Araştırma Dergisi, 38, 2014. PAINE DELAHAYE, Katie. "How to Measure Your Results in Crisis", (2003),

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Theory Topics

Week	Weekly Contents
1	Definition of 'crisis' and conceptualization of the crisis communication and management process / Crisis typology and stages of crisis / Proactive and reactive crisis management
2	Crisis and credibility: definition of the threats against corporate reputation (activists' reactions, product recall, litigation etc.) and global perspectives of crisis (i.e. Enron, 2008 financial and economic crisis)
3	Crisis communication theories / Crisis management plan (CMP) / Case studies: Turkish Airlines Tekirdağ airplane, Toyota, Costa Cruises, BP Mexican Gulf oil spill, Volkswagen AG, Samsung Galaxy Note 7 etc.
4	Media relations and crisis communication / Crisis management for social media
5	Brand crisis management and its effects on brand equity
6	Evaluation of crisis management / Measuring crisis communication performance.
7	Mid-term exam
8	Social media and crisis communication / Case studies of on-line crises
9	Relations between issues management-risk management-crisis management
10	Risk management and risk communication.
11	Presentation of crisis simulations prepared by students
12	Presentation of crisis simulations prepared by students
13	Presentation of crisis simulations prepared by students
14	Presentation of crisis simulations prepared by students

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 626	Communication and Persuasion	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 652	Business Communication	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	Bu dersin amacı, öğrencilere günümüzün küresel, rekabetçi ve çok kültürlü iş dünyasında, işletmelerin kurum içi ve kurum dışı paydaşlarıyla sağlıklı ve etkili bir iletişim süreci yürütebilmesi için gereken temel bilgi ve birikimi kazandırmaktır.
Content	Bkz. Konu başlıkları
References	Kitap: Judith Dwyer (2006) The Business Communication Handbook, Pearson: Australia, 7th ed. Courtland L. Bovée and John V. Thill (2005) Business Communication Today, Pearson: USA. Alison Theaker(2006) Halkla İlişkilerin El Kitabı, 2. baskı, Mediacat Yayınları:İstanbul. Makale: Iris I. Varner (2000) The Theoretical Foundation for Intercultural Business Communication: A conceptual Model, The Journal of Business Communication, 37:39-57.

Theory Topics

Week	Weekly Contents
1	Introduction
2	Elements, Scope and Method of Business Communication
3	Globalization and Business Communication
4	.E-economy and Business Communication
5	Intercultural Communication
6	Cultural Differences and Business Communication
7	Ethics of Business Communication
8	Mid-term exam
9	Conventional Media and Business Communication
10	Internet, Web 2.0 and Business Communication
11	Social Media and New Trends
12	Mobile Business Communication
13	Communication Skills and Business Communication
14	Review

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 644	Consumption Sociology	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 642	Research and Presentation Technics	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 654	Project	2	0	0	0	0	30

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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