Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 694	Artificial Intelligence in Strategic Communication	1	3	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	The course aims to introduce and examine contemporary artificial intelligence (AI) tools, practices, and applications in strategic communication, public relations, advertising, and marketing communication. It seeks to equip students with practical skills and competencies in researching, planning, and implementing AI-assisted creative communication campaigns. Drawing on current scholarly debates and professional discussions surrounding generative AI in the communication sector, the course also encourages students to critically evaluate these applications and explore their evolving capabilities and limitations.
Content	Week 1: Introductions and Course Overview Week 2: Strategic Communication and Artificial Intelligence: A Brief Overview of Their History and Development, Current Tools, and Emerging Trends Week 3: How Artificial Intelligence Works: Machine Learning, Deep Learning, and Prompt Engineering Techniques I Week 4: Guest Expert Session: Exploring the Possibilities and Scope of AI in Creative Work—Current Practices, Experiences, and Workflows in Creative Agencies Week 5: Applied Prompt Engineering II and Communication Campaign Design: Creative Ideation, Strategic Planning, Scriptwriting, and Content Production; Practical Workshop on AI Use Cases Week 6: AI-Assisted Creative Communication Campaign Design: Research, Creative Ideation, Strategy, and Planning Week 7: Implementing AI-Assisted Communication Campaigns: Tools for Generating Visual, Video, and Audio Content Aligned with Campaign Strategy; Practical Workshop on AI Use Cases Week 8: Midterm Examination Week 9: Contemporary Debates on Artificial Intelligence: Copyright and Ethical Issues Week 10: Artificial Intelligence in Public Relations: Applications, Case Studies, and a Practical Workshop Week 11: Artificial Intelligence in Advertising and Marketing: Applications, Case Studies, and a Practical Workshop Week 12: Artificial Intelligence in Academic Research: Methods, Tools, and Applications Week 13: Final Project Presentations I Week 14: Final Project Presentations II

References	IBM. History of artificial intelligence. Retrieved from https://www.ibm.com/think/topics/history-of-artificial-intelligence IBM. The future of artificial intelligence. Retrieved from https://www.ibm.com/think/insights/artificial-intelligence-future IBM. Prompt engineering. Retrieved from https://www.ibm.com/think/topics/prompt-engineering IBM. AI adoption challenges. Retrieved from https://www.ibm.com/think/insights/ai-adoption-challenges Google Cloud. What is prompt engineering? Retrieved from https://cloud.google.com/discover/what-is-prompt-engineering?hl=tr Google Cloud. Generative AI overview. Retrieved from https://cloud.google.com/vertex-ai/generative-ai/docs/learn/overview OpenAI. Text completion: Prompt engineering guide. Retrieved from https://platform.openai.com/docs/guides/text#prompt-engineering Prompting Guide. Prompt engineering rehberi. Retrieved from https://www.promptingguide.ai/tr Dastin, J. How AI works. Retrieved from https://books.google.com.tr/books/about/How_AI_Works.html?id=lE7OEAAAQBAJ Video Kaynakları: ColdFusion. (2023, August 21). The AI revolution: Learn how AI is transforming everything [Video]. YouTube. https://www.youtube.com/watch?v=qYNweeDHiyU 3Blue1Brown. (2017, April 5). But what is a neural network? [Video]. YouTube. https://www.youtube.com/watch?v=aircAruvnKk Veritasium. (2018, June 1). The most powerful computer you've never heard of [Video]. YouTube. https://www.youtube.com/watch?v=lHZwWFHWa-w Two Minute Papers. (2019, October 17). AI learns to play hide and seek – and it's epic! [Video]. YouTube. https://www.youtube.com/watch?v=lIg3gGewQ5U Akademik Kaynaklar: Floridi, L. (2019). Establishing the rules for building trustworthy AI. Nature Machine Intelligence, 1(6), 261–262. https://doi.org/10.1038/s42256-019-0055-y Kaplan, A., & Haenlein, M. (2019). Siri, Siri, in my hand: Who's the fairest in the land? Business Horizons, 62(1), 15–25. https://doi.org/10.1016/j.bushor.2018.08.004 Sundar, S. S. (2020). Rise of machine agency: A framework for studying the psychology of human–AI interaction. Journal of Computer-Mediated Communication, 25(1), 74–88. https://doi.org/10.1093/jcmc/zmz026 Kitaplar: Russell, S., & Norvig, P. (2020). Artificial intelligence: A modern approach (4th ed.). Pearson. Crawford, K. (2021). Atlas of AI: Power, politics, and the planetary costs of artificial intelligence. Yale University Press. O'Neil, C. (2016). Weapons of math destruction: How big data increases inequality and threatens democracy. Crown Publishing. Raporlar: McKinsey & Company. (2023). The state of AI in 2023. Retrieved from https://www.mckinsey.com/featured-insights/mckinsey-technology-trends/the-state-of-ai-in-2023 Deloitte. (2022). AI in marketing: Cutting through the hype. Retrieved from https://www2.deloitte.com/insights/us/en/focus/cognitive-technologies/ai-in-marketing.html UNESCO. (2021). Recommendation on the ethics of artificial intelligence. Retrieved from https://unesdoc.unesco.org/ark:/48223/pf0000381137

Theory Topics

Week	Weekly Contents
1	Introductions and Course Overview
2	Strategic Communication and Artificial Intelligence: A Brief Historical Overview, Current Tools, and Emerging Trends
3	How Artificial Intelligence Works: Machine Learning, Deep Learning, and Prompt Engineering Techniques I
4	Guest Expert Session: The Possibilities and Scope of AI in Creative Work—Current Practices, Experiences, and Workflows in Creative Agencies
5	Guest Expert Session: Contemporary Creative Practices and a Practical Workshop
6	Practical Workshop on AI Use Cases
7	AI-Assisted Creative Communication Campaign Design: Research, Creative Ideation, Strategy, and Planning
8	Midterm Exam
9	Implementing AI-Assisted Communication Campaigns: Tools for Generating Visual, Video, and Audio Content Aligned with Campaign Strategy; Practical Workshop
10	Contemporary Debates on Artificial Intelligence: Copyright and Ethical Issues

Week	Weekly Contents
11	Artificial Intelligence in Public Relations: Applications, Case Studies, and a Practical Workshop
12	Artificial Intelligence in Advertising and Marketing: Applications, Case Studies, and a Practical Workshop
13	Final Project Presentations
14	Final Project Presentations