

CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME OUTCOMES

1. Having knowledge about the basic concepts, theories and models related to communication, public relations and advertising, to be able to analyze a problem in detail and to propose solutions both individually and in teamwork.
2. Having the competence to create and implement brand communication strategies in digital and traditional media.
3. Being able to develop research strategies, to use research data for strategy and message development in advertising and public relations campaigns, to manage media planning processes suitable for target audiences.
4. Being able to produce content suitable for media strategies developed in public relations and advertising by following and using innovations in social media and digital environments.
5. Having the ability to plan, implement, and evaluate integrated marketing communication, public relations, and advertising project requests from companies that will appear in both digital and traditional communication channels, using scientific research methods to report and assess the impact of prepared projects.
6. Understanding the basic economic, political, social issues and developments in the business world and being able to make comments on both these developments and daily problems with the academic background.
7. Taking responsibility in the management and implementation of all processes in the fields of application of public relations such as corporate communication, crisis communication, event management, political communication.
8. Having the ability to analyze consumer and target audience behaviors with scientific methods by monitoring economic and social changes, to plan, manage and execute public relations and advertising campaigns in accordance with the dynamics in traditional and digital media by using the data obtained.
9. Adopting the standards and ethical rules developed by general and professional organizations, having knowledge about legal and organizational regulations, and having the awareness to act accordingly.
10. Demonstrating the ability to use the necessary information technology tools and computer programs required to evaluate professional developments.
11. Effectively using current presentation techniques in public relations and advertising, being able to write creative communication messages in both Turkish and English, and effectively using these skills in the workplace and daily life.
12. Having knowledge about laws and regulations related to the professional field, social security, and occupational safety, and being able to use this knowledge.
13. Understanding the importance of lifelong learning and being able to use the learning competencies gained in this program.