

Public Relations and Advertising			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Program Information

Public Relations (PR) and Advertising is a professional practice for individuals and institutions to communicate with related stakeholders, the media, and society. It is also the most effective method of brand and reputation management. In our globalizing world, as a result of the rapid changes and developments in communication technologies which become ever more important day by day, managing communication channels effectively is taking on an ever-increasing importance. Therefore, the aim of this department is to educate experts in Public Relations and Advertising – which is becoming one of the most important professions of our contemporary world – in such a way that they will be competent on both local and global platforms.