

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.