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YEDİTEPE ÜNİVERSİTESİ
GRADUATE INSTITUTE OF SOCIAL SCIENCES

PUBLIC RELATIONS EDUCATION
THE IMPLEMENTATION OF EUPRERA PR COURSE SURVEY IN TURKEY

by

Gülşah Aydın

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Submitted to the Graduate Institute of Social Sciences
In partial fulfillment of the requirements for the degree of
Master of Arts
in Public Relations and Publicity

İSTANBUL, 2004

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To Mom for her endless love and patience
and Dad for his constant support and enthusiasm.

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ABSTRACT

The focus of this study is the Public Relations education in Turkey and Europe. The importance of such a study rises from two facts. First, there is a huge migration from east to west and this creates the necessity of similarity in the content of the education, if not in the systems. Second, Turkey is about to be a candidate for full membership to European Union (EU) which brings the need to recognize the similarities and differences in the professional education. To find out the content of PR education, officers from Turkish Universities were contacted and academic programmes were collected. Second the analysis of these programmes was compared with the results of The EUPRERA Survey of PR education among EU member countries. The findings show that there is almost no similarity in the content of public relations education, between Turkey and EU member countries. Besides, there is no harmony among the member countries. The number of the common courses is less then a hand's fingers. For an association that works for a great unity, the education system should be a good point to start. However, it seems that education system is tried to be kept the same and unique to each country, instead of forming a single system. If necessary Turkey has to wait to see the progress in the Union, before making changes in the current system and content. Still, the aim and methodology of this study of PR can give insight to researchers who want to contribute to the EU adaptation process, by means of education.

Key Words: Public Relations, Education, Public Relations Education in Turkey, EUPRERA, Public Relations Academic Programmes.

ÖZET

Bu çalışma Türkiye ve Avrupa'daki halkla ilişkiler eğitimi üzerinde yoğunlaşmaktadır. Araştırmanın önemi iki olgudan kaynaklanmaktadır; ilk olarak doğudan batıya bir beyin göçü söz konusudur ve bu göç eğitimde uyumun gerekliliğini artırmaktadır. İkinci olarak Türkiye, Avrupa Birliğine tam üyelik için aday ülke olma aşamasındadır. Bu da eğitim konusunda benzerlik ve farklılıkların ortaya çıkarılması için uygun bir aşamadır. Araştırmada ilk olarak Türkiye'deki üniversitelerin ilgili bölümlerinin akademik programları toplanmıştır. İkinci olarak bu akademik programlar ortak ve farklı dersler konusunda taranmış ve bunu takiben Avrupa Birliği'ne üye ülkelerde yapılan "EUPRERA Halkla İlişkiler Eğitimi Araştırması"nın sonuçları ile karşılaştırılmıştır. Sonuçlar Türkiye ile üye ülkeler arasında bir kaç ders dışında ortak ders olmadığını göstermektedir. Buna ek olarak üye ülkeler arasında da bir uyuma rastlanmamaktadır. Ortak olan derslerin sayısı oldukça azdır. Tüm üyelerinin tek bir sistemin parçası olmasını isteyen bir Birlik için eğitim iyi bir başlangıç noktası olarak görülebilir. Ancak gözükmektedir ki, eğitimde tek bir sistem yerine her ülkenin kendisine özgü ve farklı sistemi devam ettirilmeye çalışılmaktadır. Türkiye'nin bir değişikliğe gitmesi gerekiyorsa, bunu yapmak için Birlik'teki değişimleri beklemesi gerekmektedir. Buna rağmen, bu çalışmanın amaç ve yöntemi, Avrupa Birliği uyum sürecine eğitim alanında katkıda bulunmak isteyen araştırmacılar için esin kaynağı olabilir.

Anahtar Kelimeler: Halkla İlişkiler, Eğitim, Türkiye'de Halkla İlişkiler Eğitimi, EUPRERA, Halkla İlişkiler Ders Programları.

1. INTRODUCTION

We are living in the age of changes. The fastest change is in the technology and that brings the changes in the social, individual and business life of people. One of these, the change in the business life has been the main reason to work in this thesis, because business world needs professionals, and professionals are educated in the universities. The change in the business life; the need for a new job skill and requirements create the need for new professionals that are educed in the appropriate way. This is why the educational systems and the contents are revised and renewed year to year.

On the other hand, there is the fact that globalization has shown its power and validity also in the education field. There is a "mind migration" from east to west. People educated in one country are seeking job opportunities or academic degrees indifferent countries, with this or that reason. This is another reason why universities need to revise the content of education and to adapt the contemporary requirements.

The change in the business life also covers the public relations practices. Since public relations has become a profession, the definitions have changed fundamentally with the change and increase in the responsibilities of the profession. Not surprisingly, this much change brought discussions to the public relations education and many things have been said and written in the educational requirements. There seems to be no consensus on neither the communication and business skills of the graduates nor the courses they have to take as students.

All of the above opinions have been starting point for this study. As a citizen of a country that wants o be a member of European Union, the author aims to describe the current public relations education in Turkey, explore the situation in the European Union member countries and finally make comparison between Turkey and these countries in order to report the similarities and differences besides making suggestions for changes in the system.   Thus the research questions are;

1- What are the courses offered by the related departments in the Turkish universities?

2- What are the courses offered by the similar departments in the European Union member countries?

3- What kind of changes can be adapted in order to fit to the PR education n the European Union?

1.1 Methodology

Secondary research will be applied for the first part of this study to introduce public relations, which is one of the misunderstood practices in business. The aim of giving place to this part is to explain the facts about the misconceptions of public relations, and scrutinize the advent of the profession in both the world and Turkey.

In the second part, where the primary research begins Turkish Universities will be focused. The academic programmes of the vocational schools, undergraduate and graduate programmes will be examined through a mixed methodology. The universities that have functional web sites will be analyzed through these web sites. Telephone and face-to-face interviews will be conducted to reach the other ones, which do not have web sites that present their academic programmes. Public and private universities will both be included to the research.

In the third part EUPRERA's research will be scanned to find out the content of the PR education in the included EU member countries. (Before 2004)

1.2 Limitations

The second part of the study is limited with the departments of the Turkish Universities that have "Public Relations" word in the name of the department. Thus, "Public Relations", "Public Relations and Publicity", "Public Relations and Advertising" departments are included to the research.

The course names were compared and not the descriptions. The electives in the undergraduate coursed were also excluded.

In the third part, the research is limited with the findings of EUPRERA's survey and this part of the study is limited with the "Public Relations", "Public Relations and Publicity", "Public Relations and Advertising" departments of the included universities. Thus not all the findings of EUPRERA's survey will be used. The other degrees given by the European Universities, such as certificates, will also be excluded.

The course names which are synonymous are excluded as they cause duplicates in the research. Like "PR", "Basic Concepts in PR", "Introduction to PR".

EU15 member countries, Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, The Netherlands, Portugal, Spain, United Kingdom are included this research. EU25 States, Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovakia, Slovenia, as of May 1, 2004, are excluded.

2. THE CONCEPTUAL FRAMEWORK

2.1 What Is Public Relations?

It is hard to find a consensus on the definition of Public Relations, as it is in all other social sciences. People from various fields and disciplines, coming from different backgrounds define public relations in different ways.

The aim of this part is to bring most frequently used definitions of Public Relations together so to understand different approaches to the subject.

2.1.1 Definitions from dictionaries and encyclopedias

Dictionary meaning of public relations is as follows:

According to Encyclopedia Britannica public relations is "the efforts of a person or an organization to understand its audiences, and to improve relationships with them"

Webster's New Collegiate Dictionary (1974) defines public relations as "The business of including the public to have understanding for and general goodwill toward a person, firm or institution." (Potash, 1999: 1)

Public relations (PR) is internal and external communication (use of symbols and symbolic acts) to inform or influence specific publics using writing, marketing, advertising, publicity, promotions, and special events. Some public relations specialists work as full-time employees of companies, politicians, nonprofit organizations, or governments; while others work for PR firms that contract their services to clients (Usually Corporations, wealthy individuals or other special interests) who pay for their expertise at keeping them in or out of the spotlight, whichever is necessary (www.wikipedia.org/wiki/Public_relations)

In American Heritage History public relations defined as; "The art or science of establishing and promoting a favorable relationship with the public" (http://www.bartleby.com/61/53/P0645300.html) .

2.1.2 Institutional definitions of PR

There are many societies and associations that are founded by Public Relations specialists. These associations, after conducting many researches, have reached to various definitions. Below, the definitions of some of the associations; International Public Relations Association (IPRA), Institute of Public Relations (IPR), The European Public Relations Confederation (CERP), Public Relations of Denmark (DANSK), Public Relations Institute of Southern Africa, are given.

CERP - Confédération Européenne des Relations Publiques - the European Public Relations Confederation: To achieve mutual understanding and to establish a beneficial relationship, between the organization and its publics and environment, through two-way communication. (http://www.cerp.org/definition/index.htm)

Institute of Public Relations (IPR): Public relations is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics (Jefkins, 1998: 6).

Public Relations of Denmark (Dansk): Public relations is the sustained and systematic managerial effort through which private and public organizations seek to establish understanding sympathy, and support in those public circles with which they have or expect to obtain contact (Wilcox, 2001: 4).

Public Relations Institute of Southern Africa: Public relations is the management, through communication, of perceptions and strategic relationships between an organization and its internal and external stakeholders (Wilcox, 2001:4).

In November 1982, **The Public Relations Society of America (PRSA)** adopted an official statement, which is given in Table 1.1

Table 1.1 Official statement of PRSA (Formally adopted by PRSA Assembly, November 6, 1982)

Public relations help our complex, pluralistic society to reach decisions and function more effectively by contributing to mutual understanding among groups and institutions. It serves to bring private and public policies into harmony.

Public relations serves a wide variety of institutions in society such as businesses, trade unions, government agencies, voluntary associations, foundations, hospitals, schools, colleges, and religious institutions. To achieve their goals, these institutions must develop effective relationships with many different audiences or publics such as employees, members, customers, local communities, shareholders, and other institutions, and with society at large.

The managements of institutions need to understand the attitudes and values of their publics in order to achieve institutional goals. The goals themselves are shaped by the external environment. The public relations practitioner acts as a counselor to management and as a mediator, helping to translate private aims into reasonable, publicly acceptable policy and action.

As a management function, public relations encompasses the following:

Anticipating, analyzing and interpreting public opinion, attitudes, and issues that might impact, for good or ill, the operations and plans of the organization.

• Counseling management at all levels in the organization with regard to policy decisions, courses of action, and communications, taking into account their public ramifications and the organization's social or citizenship responsibilities.

• Researching, conducting, and evaluating, on a continuing basis, programs of action and communication to achieve the informed public understanding necessary to the success of an organization's aims. These may include marketing, financial, fund raising, employee, community or government relations, and other programs. Planning and implementing the organization's efforts to influence or change public policy.

• Setting objectives, planning, budgeting, recruiting and training staff, developing facilities -- in short, managing the resources needed to perform all of the above.

• Examples of the knowledge that may be required in the professional practice of public relations include communication arts, psychology, social psychology, sociology, political science, economics, and the principles of management and ethics.

• Technical knowledge and skills are required for opinion research, public-issues analysis, media relations, direct mail, institutional advertising, publications, film/video productions, special events, speeches, and presentations. In helping to define and implement policy, the public relations practitioner uses a variety of professional communication skills and plays an integrative role both within the organization and between the organization and the external environment.

*Public Relations Journal, June 1995, p. 4.s

2.1.3 Definitions from PR specialists and academicians

Different specialists and academicians have defined Public Relations in various ways. Below, there are different definitions from Turkey and from the world.

Rex Harlow, collected definitions between the early 1900's and 1976, identified the major elements in each and classified the central ideas. He said he would attempt to say what public relations *is*, not say what it *does*. After analyzing 472 definitions, however, he produced a definition that includes both conceptual and operational elements (Harlow in Cutlip et al: 1999, 4):

> *"Public relations is the distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and ts publics; involves the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serving an early warning system to help anticipate trends and uses research and sound and ethical communication as its principle tools".*

According another definition public relations is a management function that helps achieve and organizational objectives, define philosophy, and facilitate organizational change (Baskin et al, 2001: 5).

Cutlip defines public relations as the management function that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends (Cutlip et al, 1999: 4).

In respect of Canfield and Moore (1973: 4) public relations is a social philosophy of management expressed in policies and practices, which through two-way communication with its publics, strives to secure mutual understanding and goodwill

Dunn (1983:5) argues that public relations is a management function that uses two-way communication to mesh the needs and interests of an institution or person with the needs and interests of the various publics with which that institution or person must communicate.

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According to **M. Croizer** Public Relations " is all the methods that are applied by managers and entrepreneurs to get the sympathy and the good will of the outside world" (Tortop, 1998:4).

Jefkins put forward that public relations consist of all forms of planned communication, outwards and inwards, between an organization and its publics for the purpose achieving specific objectives concerning mutual understanding (Jefkins, 1998:6).

According to Asna, "Public Relations is the art of management that guides people and organizations to positive beliefs and actions through establishing straightforward and strong relations with masses, directs attitudes by evaluating reactions and provides organized efforts to sustain mutual effective relationships" (Asna, 1993: 13).

Peltekoğlu, who is another important name in the field, has defined Public Relations as "the strategic communications management, that helps people and organizations to realize their objectives, in which the order of importance given to the target audience such as consumers, distributors or sometimes employees, changes according to the structure of the organization" (Peltekoğlu, 2001: 6).

Tortop (1998: 4) defines PR as the mission of adopting the politics of the management to the public; informing public on activities continuously; establishing positive attitudes to the management and in addition to that, learning what the public thinks about the management and what people expect from them.

According to another definition; "PR is the organized efforts to improve the services of an organization to influence public opinion, which includes all relationship types" (Ertekin, 2000: 19).

In similar definitions, PR is described as "activities that are realized to obtain benefit, through establishing, or/and improving relationships (Budak, 2000:8)", "efforts that teem two groups (organizations and the public), identify and integrate them (Aydın in Ertekin, 2000: 19) ", "the process to influence the public and be influenced from the public (Mıhçıoğlu in Tortop, 1998:4)".

2.2 Related Concepts to Public Relations

2.2.1 Public relations and advertising

There are huge differences between PR and advertising. First of all, the aim of advertising is to increase the sales of any product. In other words, advertising is based on sales, whereas the aim of Public Relations is to create a favorable image of the organization, increase its prestige and to provide a general trust and support (Asna, 1998: 14).Advertising is an activity, which brings short-term outcomes. Public Relations is a long-term investment. The Public Relations costs of an organization will return to it in the form of favorable corporate image in a long time. While advertising requires big expenditures in short term, the expenditures of public relations is spreaded to a longer term (Budak and Budak, 2000:13).

Public Relations establishes long lasting relationships and uses right and objective spots. Advertising's consumption-oriented relationships are not stable but changeable.

The other major difference of advertising is cost. It is a must to pay a certain amount of money for an advertisement to be published or broadcasted. However, it is up to the media organ to broadcast or publish the messages that are given by Public Relations, the messages must be news worthy in order to be taken into consideration. Public Relations department does not pay for the news to be published or broadcasted.

While advertising stresses "brand image", PR emphasizes "corporate image". The important point is to promote *the product* in advertising and *the organization* in Public Relations (Bülbül, 1998; 26).

In addition to these, Public Relations and advertising alternate by target audiences. Advertising is addressed to external audiences- primary consumer of goods and services; public relations presents its message to specialized external audiences (stockholders, vendors, community leaders, environmental groups, and so on) and internal public (employees) (Wilcox et al., 2001: 13).

2.2.2 Public relations and propaganda

Public relations and propaganda resemble only with regard to their objectives. Both of them aim to influence the environment. However, PR uses different methods to do that while aiming to increase the recognition of the organization and to make the problem solving of the public easier. (Kazancı, 1982:29).

On the other hand in contrast to Public Relations, which is a two-way communication, propaganda is a one-way communication model. Communication in propaganda is one-way, which means there is no feedback. In the process of propaganda, the way of thinking and the organization will stay the same whereas the opinions and the behaviors of the target audience are subject to change. This fact can be seen in the figure below (Sabuncuoğlu, 2001:27).

Figure 2.1 Propaganda and Communication

UNCHANGEABLE   CHANGEABLE
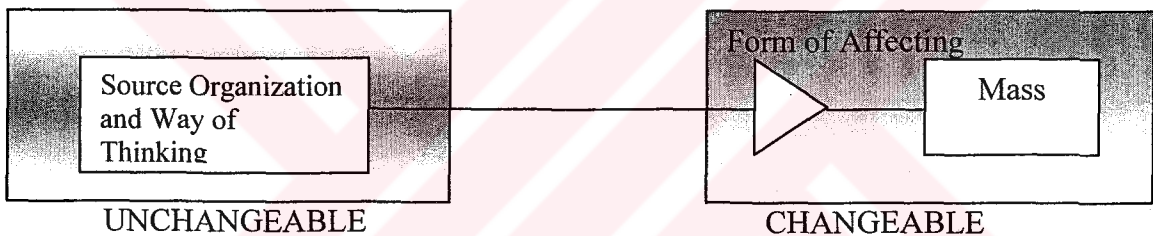
In PR, it is accepted that the target audience can change and in parallel, that the organization and the thinking system of that organization can change. This fact is shown in the figure below (Sabuncuoğlı, 2001:27).

Figure 2.2 Propaganda and Communication
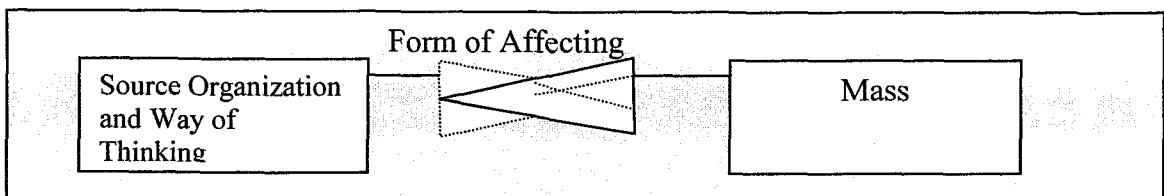
Propaganda is mostly referred as a process of brainwashing that is based on authority. This is totally in contrast with the "freedom" principle of Public Relations. In addition to that Public Relations and propaganda differ with the "honesty" principles of PR. Public Relations does not hide the facts and tell them to the public honestly (Asna, 1998:22). The

word used in propaganda is exaggerated. In general, propaganda techniques and the tactics use emotional words and do not always reflect the truth.

Table 1.2 Differences between public relations, advertising and propaganda (Dincer and Fidan in Budak and Budak, 2000:18)

	Public Relations	Advertising	Propaganda
Objectives	-To establish and keep continuous, positive relationships with the organization's environment. -To influence the target audience to obtain its trust and support.	- Increase the sales, thus the profits.	-To change the opinions, beliefs and way of life of the target audience.
Target Audience	- Potential or present people, groups or organizations that are directly or indirectly in relation with the organization.	- The customers of the organization, who are interested in products and services.	-Certain people, groups or the entire society.
Process	-Two-way -Interaction and change through presenting the organization and recognizing the environment.	--Two-way relationships based on products and services. -Changes that make the marketing functions easie	-One-way.
Focus	-To promote the entire objectives, politics, activities and the managers of the organization.	- Promote only the products and services.	-To impose the ideology of a person group or society.
Principles	-To state the facts. -True, good intended and honest practice. -Adopting through persuading and credibility.	--Facts about the products and services. -Influence people with various techniques	-Facts are chosen. -Adopting through repeating. -Not always good intended and honest.
Tools	-Every kind of mass communication tools. -Face-to-face communication, -Other techniques that cannot be paid.	--Every kind of mass communication tools that can be bought	-Every kind of mass communication tools.
Scope	-About the entire organization.	--About marketing	About the entire organization.
Field	-Social	- Commercial and economic	-Politics
Term	-Long	-Short	-Long
Cost	-Low	-High	-High

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2.2.3 Public relations and marketing

There's a famous saying that illustrates differences between public relations, advertising, promotion and marketing;

"If the circus is coming to town and you paint a sign that says, Circus Coming to the Fairground Saturday,' that's advertising. If you put the sign on the back of an elephant and walk him into town, that's promotion. If the elephant walks through the mayor's flowerbed, that's publicity. If you can get the mayor to laugh about it, that's Public Relations. And if you planned the elephant's walk, that's marketing." (http://www.ou.edu/deptcomm/dodjcc/groups/02A2/literature_review.html)

But Philip Kotler says PR is the fifth P of marketing strategy (Wilcox et al. ,2001: 14) It is shown in figure 2.2 ;

Figure 2.3 The Five P's of marketing mix (Adopted from Kotler:1996,49)

Product
Product variety
Quality
Design
Features
Brand Name
Packaging
Sizes
Services
Warranties
Returns

Target customers

Intended position

Price
List price
Discount
Allowances
Payment period
Credit terms

Place
Channels
Coverage
Assortments
Locations
Inventory
Transportation
Logistics

Promotion
Advertising
Personal selling
Sales Promotion

Public Relations
Publicity
News
Special events
Public service activities

2.2.4 Public relations and publicity

Publicity is information from an outside source that is used by media because the information has news value; it is an uncontrolled method of placing messages in the media because the source does not pay the media for placement (Cutlip, 1999:10).

Publicity is a tool used in public relations; it is non-personal communication that is typically in the form of a news story that is transmitted through the mass media. The purpose of the publicity is to draw favorable attention to a company or its products without having to pay the media for it. The way it often works is as follows; a company sends a press release to the media with the hope that is newsworthy enough to be mentioned in the mass media. The advantage of publicity, besides the fact that is free, is that it tends to more credible than advertising. On the other hand there is no guarantee that the media will find the story newsworthy. Also they might change the press release around, so that it does not help organization in any way. If negative communication establish, the company's image will be in risk. Public relations is the process of evaluating stakeholder attitudes, identifying marketers products and activities with stakeholders' interest, and using non-paid two-way communications to reach stakeholder audiences and build long term relations but publicity is subset of public relations that encourages non-paid media coverage of the marketer and its products.

Publicity is using one way communication and truth is not important. Public relations, on the other hand, is not one-way. It is formed of a two-way communication aiding the public benefit, and is not consisted only of communication and promotion; these constitute only a part of public relations (Oktay, 1996: 36).

2.3 Grunig's 4 Models of Public Relations

Grunig's (1989) research explains PR using four models. Grunig calls them "press agentry/publicity," "public information," "two-way asymmetrical" and "two-way symmetrical" (Grunig, 1989, p. 29). According to Grunig (1989), the four models are representative of the goals, values and behaviors held or used by an organization when practicing PR (http://www.ou.edu/deptcomm/dodjcc/groups/02A2/literature_review.html). Each model is discussed briefly below.

2.3.1 Press agency /publicity model

The first to appear in American PR history is the agent-publicity model in which propaganda is the main purpose of communication; it appeared in the latter part of nineteenth century (Mc Quail and Windahl, 1993: 193).

The communication in the Press Agency/ Publicity model is one-way and sided. The source conveys the message but does not expect feedback. Feedback is very important in the foundation of contemporary Public Relations because organization acts according to the feedback coming from the target audience. The Agent/ Publicity Model is shown in Figure 2.2(Grunig and Hunt in Mc Quail and Windahl, 1993: 194)
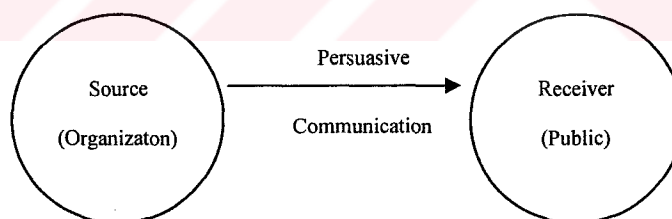
Figure 2.3.1 The agent/publicity model

Press Agentry/Publicity model characterizes programmes which seek to obtain favorable publicity in the mass media (Anne Greogory, 1999: 2). It is, perhaps, the oldest form of public relations and synonymous with publicity. However publicity concept of this model is different than it is used today. It focuses dissemination and attention getting. Truth is not a priority. Whatever is the method, the aim is to attract the attention of the public.

Phineas Taylor Barnum is the most famous exponent of the press agentry model (Harrison, 1995:40). As a matter of fact, sometimes this model is called P. T. Barnum Model. Barnum

promoted Jenny Lind, "The Swedish Nightingale:" "Jumbo" the larger-than-average African elephant. Jumbo is now synonymous with "gigantic;" General Tom Thumb, a midget masquerading as a Civil War general. Barnum promoted the wedding of Thumb to another midget. The idea was so preposterous that people enjoyed it and paid money to hear about Thumb's exploits (http://www.wakh.net)

According to Edward Bernays, Barnum has sent mails to newspapers, which told about George Washington's the black maidservant whose age was 160. This has kept American press very busy for some time. But after the death of the maidservant, autopsy results exposed that she was 80 years old. Barnum had preferred to keep silent after this event, but earned 1500 $ a week from the New Yorkers who wanted to see that woman (Grunig and Hunt in Peltekoğlu, 2001:70).

In 1980s P. Barnum has made use of theaters to enlighten the public and has been a pioneer for his colleagues in this field (Kazancı, 1982: 3).

P.T. Barnum's aim has always been to influence the public with any kind of shows. It was not important to give the right information while trying to influence people.

By the popularity of the Publicity, many organizations have adopted these activities. For instance, in 1889, Westinghouse establishes first corporate agent department. Companies have needed publicity in order to promote themselves and started to establish publicity departments inside

While Eric Goldman stated that public has been fooled in this period, London times have announced; (http://www.mediaman.com.au/articles/the_greatshowman.html) "The octogenarian showman was unique. The death of Mr. Barnum removes a noteworthy and almost classical figure, typical of the age of transparent puffing through which the modern democracies are passing. His name is a proverb already, and will continue to be a proverb until mankind has ceased to find pleasure in the comedy of a harmless deceiver and the willingly deceived." after his death.

As long as press agentry is widely practiced in sports, theatre, and product promotion and accounts for about 15 Per cent of public relations activity nowadays (Harrison, 1995:40).

2.3.2 Public information model

Public information model is similar to press agentry because it is one-way model that sees public relations only as the dissemination of information. With the public information model an organization uses "journalist-in-residence"--public relations practitioners who act as though they are journalist who act as though they are journalist—to disseminate relatively truthful information through the mass media and controlled media such as newsletters, brochures, and direct mail (Grunig, 2001:15)

Press Agentry or Publicity models are normally not research based or strategic in nature and they are asymmetrical in that they seek to influence publics without the organization being influence by them (Anne Gregory, 1999:2). The difference from The Press Agentry or Publicity model is the honesty principle. In this model communication is two-way and truthful. In other words, the organization gives right and complete information to the public, as far as possible (Grunig and Hunt in Mc Quail and Windhal, 1993:195).
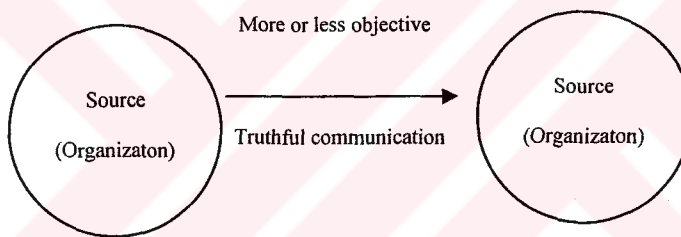
Figure 2.3.2 Public information model

In Public Information Model, the ultimate aim would be to improve the reputation of the company with its staff (Mc Quail and Windahl, 1993:193). Another aim is give information to the public not only to persuade but to inform. Exaggerated and false news as given in Press Agentry and Publicity model does not take place. The true position of the organization is reflected to enlighten the public

The second of the four models which Grunig and Hunt stated that had started to be applied in 1900s, is the Public Information Model. It is seen that this model had been widely used in 1920s, until The Two-way Asymmetrical Model has come out.

Towards the end of nineteenth century a series of strikes took place, as workers protested about dangerous working conditions and exploitation. There was violence and newspapers

were full of horror stories, provided by strikers, about the number of workers each killed each year in America's factories and on its railways (Harrison: 1995,17)

During the first years of the 20th century, investigative reporters called muckrakers by President Theodore Roosevelt began to write devastating exposes of corruption in business and government. The muckrakers thundered out their denunciations in boldface in the popular magazines and metropolitan newspapers (Cutlip et al, 1999:4). Many of these works were carefully documented and first appeared in magazines in 1902. The best-known exposes, later published in book form, were Ida M. Tarbell's 'History of the Standard Oil Company', Thomas W. Lawson's 'Frenzied Finance', and Lincoln Steffens' 'The Shame of the Cities'. Upton Sinclair's attack on the meatpacking industry, 'The Jungle', came out in 1906 and was soon followed by the enactment of a Federal Food and Drugs Act. In 1906 David Graham Phillips issued his 'Treason of the Senate', which documented how the United States Senate and business leaders worked together against the interests of the public. These and other revelations, combined with the denunciations from Roosevelt, put both business and government on the defensive (http://pr.gol.ge/history.htm)

The leading historical figure for this model is Ivy Lee (Harrison, 1995:42). Ivy Lee was a member of the press, writing for the business columns of newspapers and magazines in New York. Recognizing that he was unlikely to be a success as an investigative journalist, he developed a talent for putting a cross in straightforward way complicated material about investments banking and law.

His first work in public relations came in 1903 as publicity manager for the Citizens' Union. Than Lee and George Parker opened the pioneering public relations firm of Parker and Lee in 1905. When Ivy Lee became The Pennsylvania Railroad's first publicity agent, their partnership was dissolved in 1908 (Cutlip et al, 1999:6).

Anthracite Coal Strike, Pennsylvania Railroad and Rockefeller consultancies were the most important practices of Ivy Lee, who had carried out many noteworthy works in the name of Public Relations.

His "Declaration of Principles," drafted during the anthracite coal strike in the spring of 1906, explained his guiding precepts of public relations theory. The main points of the Declaration were, to guarantee the accuracy of his facts and leave to the discretion of the newspaper editor whether an item was worth printing as news. The aim was to provide news not advertising (http://iml.jou.ufl.edu/projects/fall01%5CJones/lee.html).

Another opportunity to practice these principles came with work for the Pennsylvania Railroad in 1906. The railroad had a policy of refusing reporters access to all accident sites or granting interviews. This policy led to reporters' mistrust of the railroad and in turn mistrust on the part of the general public. Lee immediately opened the lines of communication with frequent updates and arranged for reporters to travel to accident sites. In 1908 Lee joined the Pennsylvania Railroad full time, in charge of their publicity bureau (http://libweb.princeton.edu/libraries/firestone/rbsc/finding_aids/lee.html).

In this period, many organizations used the Public Information Model, in which Lee was a pioneer. Today, is the most widely used today, by perhaps 50 Per cent of organizations, primarily government (local and national), non commercial organizations of all kinds, and business in general (Harrison, 1995:42).

2.3.3 Two-way asymmetrical model

Communication is two-way in this model. But as the organization does not make any modifications in its politics according to the results of public relations activities, it is asymmetrical. In the Public Information and Press Agentry- Publicity Models, which were mentioned before, the communication was one-way. In the Two-way asymmetrical model the presence of a two-way communication can be seen. In other words, feedback has a big importance in this model. However organizations do not shape their behaviors through the feedback they receive. And it is more effective than one-way models but it includes research on the attitudes of publics. Communication in this model is in the form of truthful

communication as it was in the Public Information model (Grunig and Hunt in Mc Quail and Windhal, 1993:195).
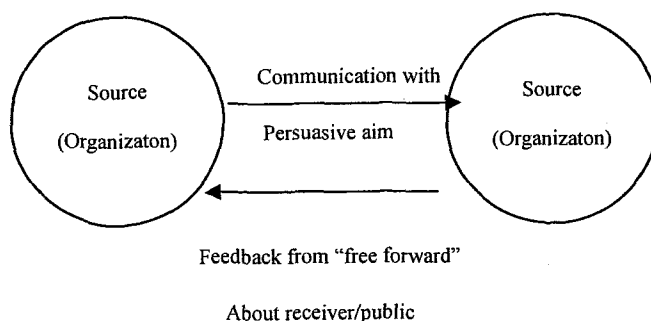
Figure 2.3.3 Two-way asymmetrical model

The two way asymmetrical public relations assumes that the public relations practitioners use social science theory and research about attitudes and behavior to persuade publics to accept their organization's point of view and to behave in a way that supports an organization, cause or persons (Thorsteinson, 2000:10).

Two way asymmetrical public relations is a selfish model, however, because the organization that uses it believes it is right (and the public wrong) and that any change needed to resolve a conflict must come from the public and not from the organization (Grunig, 2001:15).

This model has come out after 1920. During the First World War, propaganda used, first Britain than in America, to convince the public of the necessity of military action, British propaganda convinced the Americans to enter the war on the side of the Allies within a week President Wilson had appointed George Creel, a former news reporter, the head the Committee on Public Information (Harrison: 1995, 19)

At a time when there was no radio or television, the committee conducted a national campaign to mobilize public support for the war, to encourage enlistment in the armed forces, and to promote the sale of Liberty Bonds. The committee conducted public rallies in major cities, using such film celebrities as Charlie Chaplin and Mary Pickford to inspire patriotism (http://pr.gol.ge/history.htm).

The leading historical figure for this model is Edward L. Bernays. He was a member of the Creel Committee, coined the term *engineering of consent* to describe the objective of

public relations. He taught the first college course in public relations in 1923 at New York University, and in the same year he published one of the pioneering books in the Field, *Crystallizing Public Opinion* (Dunn, 1986: 39)

As Ivy Lee, Erdward Bernays has carried out many noteworthy works in the name of public relations. Some of these are the Damaged Goods in 1913, Diaghilev's Ballet Russes in 1915, NAACP Conference in 1920, Ivory Soap in 1923, Torches of Freedom /American Tobacco Company) in 1929, Lucky Strike in 1934 and Lights Golden Jubilee in 1929.

Edward Bernays have been successful in every domain of Public Relations and his practices have always been in accordance with two-way asymmetric model. Bernays, who believed in the necessity of research and two-way communication, is referred as the founder of the contemporary Public Relations. Even recently, two books have been published that view Bernays as the father or master of "spin" , these books are *PR: A Brief History of Spin*, by Stuart Ewen (1996), and *The Father of Spin: Edward L. Bernays and the Birth of Public Relations*, by Larry Tye (1998). Ewen says spin "obliterates the distinction between persuasion and deception" (Bates, 2002: 11)

2.3.4 Two way symmetrical model

This model describes a model of public relations that is based on research and that uses communication to manage conflict and improve understanding with strategic public. This model has effects that benefit both the organization and the public. Organizations practicing this model employ bargaining, negotiating and strategies of conflict resolution to bring changes in both the organization and the public (Grunig, 1989in online source 15).

This model assumes that public relations practitioners are mediators (Thorsteinson, 2000:10). The importance of truth is inevitable as in the Public Information and the Two-way Asymmetrical Models. According to Grunig and Grunig (1984:p.23), the two way symmetrical model is a model of dialogue rather than a monologue (Thorsteinson, 2000:10). The form of communication in this model is a two-way and balanced one which aims to communicate interactively and make modifications in the politics of the organization. This is the distinguishing property of the two-way asymmetrical model.
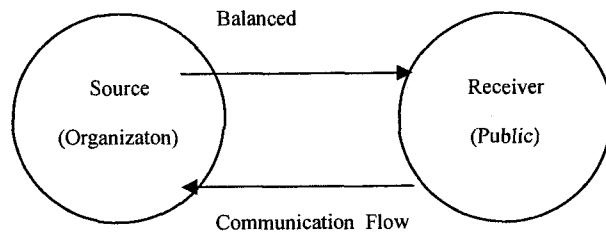
Figure 2.3.4 Two way symmetrical model

Grunig stated that "symmetrical model actually serves the self interest of the organization better than any asymmetrical model because 'organization get more of what they want when they give up some of what they want'" (J. Grunig &White,1992, p39 in Grunig:2000,13). In addition J. Grunig and Hunt (1984) wrote that persuasion still is relevant concept in the symmetrical model.

This model has appeared by the end of 1960s. It is not easy to mention the representatives of this model as it was in other models, because of the newness of the model. Indeed, the specialists that were mentioned above, besides being the pioneers of their own model had also used the two-way symmetrical model. But from Grunig's point of view, the defense of the two-way symmetrical model have been coming mostly from theorists and the educators because with the practice of this model, research and results of research gained much more importance.

3. PUBLIC RELATIONS EDUCATION

Public Relations education has been gaining more and more importance as public relations has become a widely accepted profession in the world. The necessity of improving public relations in every sector has also created the need of very well-trained practitioners.

For many years public relations education has been one of the most important topic at meetings of the Board of Management and the Council of IPRA, and regional PR organizations such as the center European des relations Publiques (CERP); the Federation Interamericana de Asociaciones de Relaciones Publicias (FIARP); the Pan Pacific Public Relations Federation (PPPRF); and the Federation of African Public Relations Associations (FAPRA); as well as the all India and all Africa PR conferences, and the various national PR associations (Oeckl A, 1976; 1).

3.1 History of Public Relations Education

For over 70 years public relations education has been developing in universities and colleges in many countries. University-level instruction in public relations dates from 1920(Cutlip et al, 1999: 150). First Joseph F Wright) introduced a publicity course at the University of Illions, after two years in 1922, Frank R.Elliot introduced publicity course at the India University in 1923(Cutlip, 1999: 514). Edward Lee Bernays published "*Crystallizing Public Opinion*" and popularized the term "public relations counsel". He taught the first course public relations at New York University in 1923.

After those years, Lucien Matrat, Founder-President of the European Federation of PR (CERP), devoted a lot of time to the subject of PR education as far back as 1960, and presented his findings at the 2nd PR World Congress in Venice, his report resulted in the foundation of the International Conference on University Education for Public Relations (CIEURP), then in 1963, a first effort for a European Tabulation was drawn up by Vincent Levaux, Louvain (Oeckl, 1976; 1).

3.2 Public Relations Education Worldwide

Cutlip (1999) stated that the first comprehensive survey of public relations education was made by Public Relations Society of America (PRSA) in 1956 which revealed that the number of colleges offering courses had tripled in a decade. Another survey financed by PRSA in 1970 identified 303 situations offering one or more courses and increasing scholarly research activity. The 1981 Commission on Public Relations Education estimated that 10.000 students were studying public relations at some 300 institutions (Smith in Cutlip: 1999, 150).

In recent years there has been a steady development of public relations education in many countries and this process has been accelerated during the last few years.

The need for public relations curriculum improvements was firmly established in 1975 by a commission made up of educators and practitioners appointed by the Association for Education in Journalism's Public Relations Division and Public Relations Society of America. The following, The Commission of Public Relations Education, issued conclusion; "There is urgent need for through examination and review of the educational process in respect to preparing persons for the practice of public relations, and for managerial and administrative positions, so that they will have an appropriate understanding of public relations practice and its values (Gibson, 1987: 1)

The 1980 IPRA President J Carroll Bateman, USA, and the Secretary General, Sam Black, Great Britain agreed that an International Public Relations Educations meeting be organized to discuss world-wide standards and curricula of public relations education. Following the preparatory work by Sam Black, this meeting was held in Hong Kong in September 1980, under Göran Sjöberg's chairmanship. Then an International Commission for Public Relations Education was set up to assist the IPRA Education and Research Committee in its follow-up work on this project(Sjöberg, 1982:3).

IPRA Gold Paper (No: 7) determines the curriculum for the education of a student wishing to enter the profession can be pictured as a series of three concentric circles. The smallest central circle encloses the subjects specifically concerned with public relations practice. The second larger circle has the subjects in general field of communication. The third and the largest circle represent the general liberal arts and humanities background, which are essential preparation for a successful professionals.
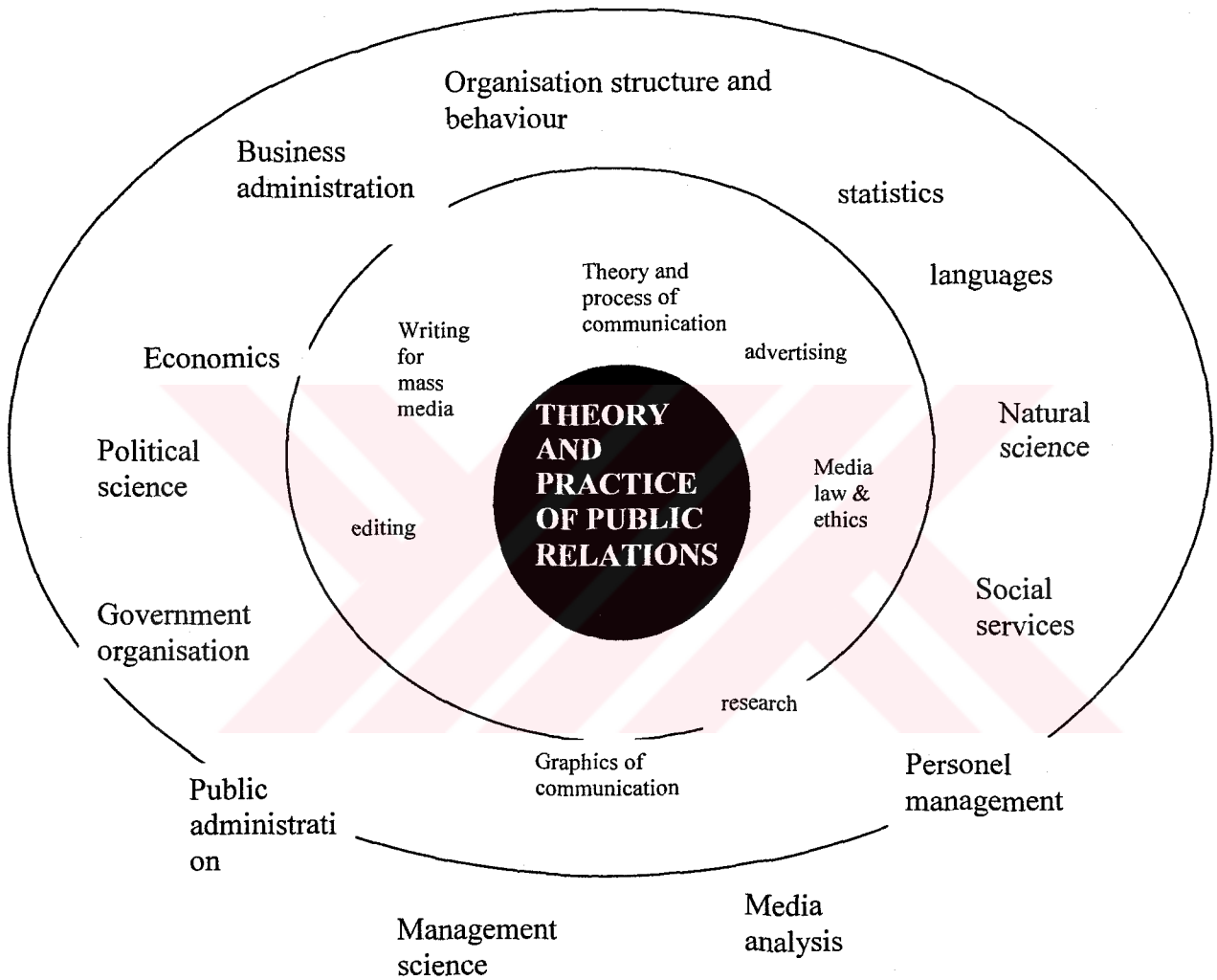
Fig 3.1 The wheel of education from the IPRA world of public relations exhibition, London May 1979

The central circle of the wheel of education covers the theory and practice of public relations. Different colleges have established a curriculum, which is considered appropriate; but considerable variation is possible within the general framework.

The report of the US Commission on Public Relations Education, which was published in 1987, included the results of an enquiry among 1,500 public relations practitioners and academics. Respondents were asked to comment on a typical curriculum and to rate their replies from 1 to 7, from 'not essential' at 1 to 'most essential' at 7(Black, 1990: 21).

Table 3.1 Typical curriculum for public relations

Origins and Principles of Public Relations
6.27 Nature and Role of Public Relations: Definitions
6.10 Societal Forces Affecting Public Relations
4.87 History of Public Relations
The Public Relations Field
6.00 Duties of Public Relations Practitioners
5.53 Career-long Professional Development
5.53 The Public Relations Department
5.45 The Public Relations Counseling Firm
5.21 Qualifications, Education and Training Needed
Public Relations Specializations
6.43 Publicity and Media Relations
6.01 Community Relations
6.00 Employee Relations
5.71 Consumer Relations
5.29 Financial/Shareholder Relations
5.26 Public Affairs/Lobbying
4.93 Fund-raising/Membership Development
4.50 International Public Relations

Public Relations Research

6.12 Public Relations Research/Designs/Processes/Techniques

5.92 Public Opinion Polling/Surveys

5.74 Fact-finding/ Applied Research

5.47 Observation/Performance Measurement

5.43 Social Audits/Communications Audits/Employee Audits

5.40 Issue Tracking

5.27 Focused Interviews/Focus Groups

5.22 Use of External Research Services/Consultants

5.11 Media Analysis/Clippings Analysis

4.56 Historical Research

Public Relations Planning

6.40 Setting Goals, Objectives, Strategies, Tactics

6.15 Audience Segmentation

6.07 Problem/Opportunity Analysis

6.01 Budgeting

5.87 Contingency / Crisis / Disaster Planning

5.60 Issues Management

5.52 Timetables/Calendaring

5.37 Assigning Authority / Responsibility

5.34 Planning Theory/Techniques/Models

5.16 Organizational Background/Philosophy /Culture

Public Relations Ethics and Law

5.22 Ethics and Codes of Practice, Public Relations and Other Professions

6.11 Credibility

5.91 Public Relations Law

5.20 Compliance, Regulatory Agencies, etc.

Public Relations Action / Implementation

5.98 Campaigns

5.70 Continuing Programmes - Personnel, Safety, Suggestions, etc.

5.60 One-time Incidents/Crises/Situations

5.52 Individual Actions by Public Relations

5.33 Individual Actions by Employer or Client

5.11 Meetings/Workshops/Seminars/Conventions, etc.

5.08 Other Special Events

Public Relations Communication

6.51 Planning, Writing, Producing and Delivering Print Communication to Audiences.

6.27 Planning, Writing, Producing and Delivering Audiovisual, Electronic, videotape and Multimedia Communication to Audiences

5.87 Employee/Internal Communication

5.78 New Public Relations Tools and Techniques

5.76 Message Strategy

5.71 Persuasion

5.68 Controlled (Advertising) v Uncontrolled (Publicity) Communication

5.62 Interpersonal Communication

5.52 Communication Theory/Concepts/Models

5.37 Layout and Graphics

5.28 Speech-writing/Speech-making/Speech Bureaux

5.12 Feedback Systems

4.84 Spokesperson Training

4.82 Propaganda

4.77 Photography and Filmmaking

4.66 Corporate/Graphics Identity

4.64 Working with Outside Suppliers

Public Relations Performance Evaluation / Measurement

6.27 Measuring Program Effectiveness

6.13 Decision-making Based on Results (Planning)

6.12 Tools/Methods of Evaluation/Measurement

5.99 Setting Performance/Success Criteria

5.96 Reporting on Results of Public Relations Efforts

5.61 Measuring Staff/Public Relations Counsel Effectiveness

Public relations has come of age, and with that has come a critical need for broadly-based education that is relevant and connected to the practice. The changes in public relations practice since the 1987 Commission on Public Relations Education Report are numerous and profound. By any measure, the growth of the public relations profession over the past decade has been astonishing. Public relations firms not only proliferate but also reach a size and scope undreamed of in the 1980s. Membership in established and new professional societies and trade associations spirals upward. And, most important, virtually every kind of institution, for-profit and not-for-profit alike, recognizes the need for dialogue with the groups of people who can and will influence its future.

So PRSA needed to update its report. New report is called "A Port Entry Report". The Commission saw its purpose as determining curricular guidelines and recommendations that, if followed, will prepare public relations students of all ages and levels of ability for the professional challenges of the 21st century as public relations practitioners carry out their fundamental responsibility of building understanding, credibility and trust between organizations and their publics.

The Commission recommends that the undergraduate public relations curriculum be grounded in a strong traditional liberal arts and social science education. A minimum of five courses should be required in the major. Coursework in public relations should comprise 25 to 40 percent of all credit hours, with at least half of these courses clearly identified as public relations courses — the remaining 60 to 75 percent in liberal arts, social sciences, business and language courses.

The Commission strongly encourages a minor or double major in the liberal arts, social sciences or business.

The ideal undergraduate major in public relations would include these courses:

- Introduction to Public Relations
- Case Studies in Public Relations
- Public Relations Research, Measurement and Evaluation
- Public Relations Writing and Production
- Public Relations Planning and Management

- Public Relations Campaigns
- Supervised Work Experience in Public Relations (internship)
- Directed electives

Realizing that many if not most academic programs would find it difficult to offer seven courses devoted entirely to public relations, the Commission concludes that the topics of the courses listed above are the essence of a quality public relations education. The Commission acknowledges that two or more of these topics might be combined into one course or that they might be taught in courses that also address other topics.

If public relations is offered as an undergraduate emphasis or focus rather than as a full major, the Commission recommends these courses:

- Introduction to Public Relations
- Public Relations Research, Measurement and Evaluation
- Public Relations Writing and Production
- Supervised Work Experience in Public Relations (internship)

The Commission recommends that students studying for master's degrees in public relations learn and appreciate the role of public relations as part of the management team, and learn relevant management and communications competencies and the skills needed to build effective relationships between organizations and their publics. Master's degree students should, says the Commission, gain advanced knowledge and understanding of the body of knowledge in public relations as well as theory, research, communication processes, planning, production and advanced communications management abilities.

The Commission suggests these content areas in one sample 36-hour master's program :

- Public Relations Theory
- Public Relations Research
- Public Relations Management
- Public Relations Law
- Integrated Communications
- Accounting

- Finance
- Marketing
- Strategic Planning

The Commission suggests these content areas in a second sample 30-hour program:

- Research Methods in Communication
- Research Design in Public Relations
- Theories of Mass Communication
- Seminar on Public Relations Management
- Seminar on Public Relations Publics
- Seminar on Ethics and Philosophy in Public Relations
- two electives
- a thesis

Public relations education is such a wide field that can encompass many different models. It is difficult to compare public relations programmes in different parts of the world because of the contrasting ways in which graduate and postgraduate degrees are organized and awarded. In the USA, Great Britain and Australia public relations degree programmes are now usually independent, although interdisciplinary in content. In most other countries, public relations sequences are often a part of wider programmes, eg mass communication (Black: 1990; 38).

Although there is general theoretical agreement concerning curricula for public relations education, there are differing schools of thought about the purpose of programmes in our field. One is the idea that these programmes should be technician-based communication skills programmes that are very similar to many undergraduate (bachelor's) programmes, the other suggests these programmes should go beyond the skills approach and prepare students for roles as counselors, managers, decision-makers, and so-forth. This school of thought recommends the study of communication and organizational theory, statistics, research methodology, public relations management and administration, and so on (Sjöberg: 1982; 32).

In order to be able to comment on undergraduate level of public relations education, one should first determine the mission of faculties, and mention the question "what sort of education should be given in public relations?" IPRA made some suggestions in the Public Relations Education Gold Paper. These are as follows:

- Public relations full-time education should be offered at leading universities and other higher education institutions at first degree, postgraduate and doctoral levels. These degrees will equip successful students to fill positions in the profession at different level.

- Public relations should be taught as an interdisciplinary subject with both academic and professional emphases.

- Courses should be taught by individuals with substantial experience and sound understanding of both academic and professional aspects of the field.

- It is highly desirable for a public relations program at a university to have a strong faculty team with complementary strengths and adequate physical and library resources.

- Sound ethical standards for students and practitioners should always be emphasized and correct professional attitudes and standards encouraged.

- It is neither desirable nor necessary for public relations education to be uniform throughout the world. Rather is it essential that curricula should take into account local and national cultures, religions and indigenous conditions.

- There should be integrated approach to programmes of education and professional advancement for those working in public relations. These educational opportunities should branch out into related disciplines.

- Encouragement should be given to the provision of new texts, especially those dealing with specialized aspects of practice and research. The production of suitable electronic material should be encouraged in every way.

- Public relations departments of universities should consider it their duty to cooperate with national public relations associations in the provision of short courses at varying levels. UNESCO should be urged to continue their support for the series of regular educators' meeting organized by IPRA in

many different parts of the world. These have played an important part in the continuing development of public relations education.

- IPRA council members and representatives of national and regional public relations associations should seek a dialogue with university bodies in their area to establish a rapport between the professional field and academia.

- IPRA must offer to act as a clearinghouse between public relations bodies and university authorities.

- Positive efforts should be made to bring about a continuing dialogue between academics and professionals for their mutual benefit.

- Research, both pure and applied, should be encouraged in educational spheres and in practice.

- Professional advancement programmes should be expanded in all countries.

- There should be a regular interchange of information and ideas between public relations educators in different countries. This can be effective through IPRA world congresses. Educators' meetings, the professional press and by direct contact.

- CERP Education should be supported, as should all other regional educational foundations or associations in India, Latin America, North America, Africa and elsewhere.

- Efforts should be increased to ensure that in business and management schools at university and other public relations is included in management education programmes, taught by qualified faculty or by experienced public relations practitioners on a visiting faculty arrangement.

4. INTRODUCING EUPRERA

An international association with scientific and educational aims is formed and named "EUROPEAN PUBLIC RELATIONS EDUCATION and RESEARCH ASSOCIATION", abbreviated as "EUPRERA". The "European Public Relations Education and Research Association" is governed by the Belgian law of October 25, 1919, as amended by the law of December 6, 1954.

According to EUPRERA's official web site; The European Public Relations Education & Research Association (EUPRERA) is an autonomous organization that seeks to stimulate and promote the knowledge and practice of public relations education and research in Europe.

Mission Statement

The European Public Relations Education and Research Association (EUPRERA) is an autonomous organization that aims at stimulating and promoting the knowledge and practice of public relations education and research in Europe. Consequently, the academic staff and researchers constitute the explicit target group of the organization. However it is equally essential for any practitioner who wants to keep informed about the most recent developments regarding fundamental and applied research and about the new trends in the educational field.

The European Public Relations Education and Research Association (EUPRERA) has direct and intensive contacts with the most prominent practitioners of each country of Europe.

Objectives

The organization has the following objectives at the European level:

1. Collecting, communicating and exchanging all forms of public relations research among those who are involved or interested in such research.
2. Encouraging fundamental and applied research.
3. Examining the education models in the different countries in order to connect this type

of education with the world of practice.

4. Studying public relations methods as well as their promotion

Activities

The core and dynamics of Euprera's operation is founded on the realisation of a European electronic network. That way all topical information regarding research and education from the different European countries will be systematically and very rapidly collected and circulated among the members. This information regards the following areas :

1. European PR News (4 editions/year)

2. The European Public Relations Body of Knowledge

3. Projects in the field of education and research

4. The Survey of PR Study Programmes in Europe Summary of the best European Thesis (Jos Willems Award)

Headquarters, Official Languages

The headquarters of the association are located in Belgium, in the Brussels capital region. The headquarters can be transferred to any other location within that region upon simple decision of the board of directors, published within thirty days in the appendices of the Moniteur The headquarters are presently established in Brussels :Chaussée de Gand,443,1080Brussels.

The association may establish operational or representative offices anywhere in Europe. The working languages of the association are English and French, French being the only language used in legal matters.

4.1 EUPRERA PR Course Survey

EUPRERA survey contains information about undergraduate and postgraduate PR and communication programmes across the Europe. This information is provided and edited by EUPRERA members themselves.

The first survey of EUPRERA was published in 1991; it was unable to reach enough information about the public relations studies referring to universities and collages in formations. The failure of the first edition was inevitable. Second edition was published in 1995; developments in the public relations studies made the third edition a need. The success of the third edition is because it became possible to have more information about the developing vision in Europe. By the help of developing information technologies having current information could be easier than before and this formed the great help and the disadvantage to the third edition. Updates of the third edition can be done on internet and more researchers can reach last informations on internet.

Elaborating the third edition first of all, all universities and collages which are offering public relations education asked to give their e-mail address. For avoiding the failure all universities and collages listed under different titles as if study programmes which offer studies lasting for a minimum of 4 years and offer immediate access to doctoral study, second category contains all other study programmes that grand a diploma legally recognized by the state. But a third category emerges which can not be titled under the first two categories which can be underlined under private initiative which does not always grand a diploma recognized bye the state.

The aim of the third edition is not to criticize or compare and contrast the above categories. In the past, the EUROPEAN PUBLIC RELATIONS EDUCATION AND RESEARCH ASSOCIATION elaborated an accreditation procedure, but unfortunately because of the practical problems only a few European Universities could adopt the developing public relations informations. EUPRERA is aiming to form and develop the European guidelines for public relations education in the 21st century. "These guidelines will be an operationalisation of the skills, assets, knowledge, concepts, experience, insights and attitudes to be acquired by public relations students." Lecturers and students will obtain more valuable information from the study programmes by comparing each of them with the guidelines.

Related to target groups certain limitations needed to be applied to this survey which can make the research easier for the lecturers who are in charge of internationalization at universities and collages, and students.

Publisher of the book claims that "The great advantage of the present electronic version (third edition) of the Survey is that it will allow us to immediate process all the corrections or additions that we receive. Hence the final result will be the work of all. Everyone of you can see to it that the present edition never outdates, but is continuously topical."

Main objective of the EUROPEAN PUBLIC RELATIONS EDUCATION AND RESEARCH ASSOSIATION is to offer an essential contribution to getting better acquainted with one another in order to better help and understand one another.

4.2 The implementation of EUPRERA PR Course Survey in Turkey

Before starting to examine the education in public relations, the education system of Turkey must be portrayed. The basic structure of the Turkish national education system is outlined in Basic Law No.1739 on National Education. The Ministry of National Education is responsible for all educational services in the country excluding the higher education, In accordance with the Law No. 2547 of 1981, the Council of Higher Education is the planning, coordinating and policy making body for higher education. Formal education includes pre-school education, basic education, secondary education, and higher education (http://www.yok.gov.tr/webeng/outline.html). The general structure of the Turkish Education System is given in Table 4.2

Pre-school education is a deliberate and systematic process of education covering the children in the age group 0-to-72 months, compatible with their characteristics and level of development, providing an environment rich in stimulants, guiding the children's physical, mental, emotional and social development in the best way along the lines of the society's cultural values.

Table 4.1 The general structure of the Turkish Education System

General Structure of the Turkish Education System

POST GRADUATE	Doctoral Degree (Ph.D. programs, proficiency in Fine Arts . specialization in Medicine)
	Master's Degree
	Undergraduate Degree (Bachelor's)
	Veterinary Dentistry
	Medical Schools
Vocational Schools (Assoc. Degree)	

26
25
24
23
22
21
20
19
18
17

HIGHER EDUCATION

18
17
16
15
14

Vocational and Technical High Schools

General High Schools

Secondary Education

14
13
12
11
10
9
8
7
6

Primary Education

BASIC EDUCATION

6
5
4
3
2
1
0

Pre-school Education

After pre- school education children begin Primary Schools, which is compulsory for every Turkish citizen 8 years, from the age of 6 to the age of fourteen. Compulsory 8-year basic education is guaranteed by the Constitution, the Basic Law on National Education, and the Law on Primary Education and Education. Prior to 1997, primary education comprised five years primary school and three years of middle school, or junior high school. After completion of the fifth year the Primary School Diploma was awarded, and the Middle School Diploma was awarded at the end of the three-year middle school education.In accordance with Law No. 4306, these two diplomas have been combined in and replaced by a single diploma , the Basic Education Diploma, to be awarded to those students who successfully complete the 8-year basic education (programhttp://www.yok.gov.tr/webeng/outline.html)

When basic education completes, students can begin secondry education. The secondary education system can broadly classified as General High Schools, and Vocational and Technical High Schools. General High school are; Private Schools, Genaral High School, Foreign Language High School, Anatolian High School, Science high Schooli, Anatolian Fine Art School, Anatolian Teacher Preparation High School and Vocational and Technical High Schools are; Technical Schools for Boys, Technical Schools for Girls, Commerce and Tourism Schools,

Following the high school, student earns places in university through an examination (OYS), which is held by the Center for Student Selection. Higher education is defined as all post-secondary programs with duration of at least two years. At the undergraduate level higher education is provided by 53 state universities including 2 state higher institutes of technology and 23 private (foundation) universities (www.yok.gov.tr/universiteler/uni_web.htm).

Public relations programmes usually take place within Communications Faculties. Among the state and the private universities in Turkey, twenty has communication faculties. Nineteen of these faculties offer undergraduate program in public relations, two offer evening programmes, nine offer graduate programmes and eight offer PhD degrees. Atılım University is the only university that opened the public relations programme in the Business Administration Faculty. There are vocational public relations programmes in

fourteen university. Table 4.2 shows the universities that have communications faculties and public relations programmes.

Table 4.2 Universities that have department of public relations in Turkey

Communication Faculty	Vocational Scools	Undergraduate	Undergraduate (Secondary Education)	Graduate	Doctoral Degree Ph.D.	
Akdeniz		Akdeniz		Akdeniz	Akdeniz	State
Anadolu	Anadolu	Anadolu		Anadolu	Anadolu	State
Ankara		Ankara		Ankara	Ankara	State
Atatürk		Atatürk				State
	Cumhuriyet					State
	Çanakkale 18 Mart					State
Ege		Ege		Ege	Ege	State
Erciyes		Erciyes				State
Fırat (RTC)						State
Galatasaray		Galatasaray				State
Gazi		Gazi		Gazi	Gazi	State
	Harran					State
İstanbul		İstanbul		İstanbul	İstanbul	State
	Karadeniz Teknik					State
Kocaeli	Kocaeli 1	Kocaeli	Kocaeli			State
Marmara		Marmara		Marmara	Marmara	State
Mersin		Mersin				State
	Sakarya					State
Selçuk	Selçuk	Selçuk	Selçuk	Selçuk	Selçuk	State
		Atılım				Foundation
Bahçesehir		Bahçesehir				Foundation
Başkent		Başkent				Foundation
	Beykent					Foundation
	Çağ					Foundation
	Fatih					Foundation
İstanbul Bilgi	İstanbul Bilgi	İstanbul Bilgi				Foundation
İstanbul Kültür	İstanbul Kültür					Foundation
Maltepe		Maltepe				Foundation
	Yaşar					Foundation
Yeditepe		Yeditepe		Yeditepe		

At Akdeniz University, public relations and publicity undergraduate and graduate degree is available.

Table: 4.3 Public relations and publicity undergraduate curriculum of Akdeniz University

I.Year Fall Term	I.Year Spring Term	II. Year Fall Term	II. Year Spring Term
Introduction To Communication	Introduction To PR	Statistics	Desktop Publishing
Sociology	Marketing	Introduction To Advertising	Theoretical Practices in PR
Psychology	Social Psychology	Marketing Communication	Economic Structure in Turkey
Fundamentals of Law	Interpersonal Communication	Communication Theories	News Gathering and Writing Techniques
Business Management	Management and Organization	Humanities	Turkish Administration
Introduction to Politics	Introduction To Economics	Turkish Language I	Turkish Language II
Turkish Language I	Ataturk's Principles II	Language	Scientific Research Techniques
Ataturk's Principles I	Turkish Language II	*French	Language
Basic Technology Usage	Principles of Computer Science	*German	*French
Language	Language	*English	*German
*French	*French	Elective Courses	*English
*German	*German	Visual Perception	Elective Courses
*English	*English	Radio Broadcasting	Photography
Total Credits:23	Elective Courses		Advertising Production
Elective Courses	History of Jazz		
History of Jazz	Painting		
Painting	Physical Education		
Physical Education	History of Theater		
History of Theater	Photography		

III. Year Fall Term	III. Year Spring Term	IV. Year Fall Term	IV. Year Spring Term
Persuasive Communication	Management of Communication	Designing Advertising Campaigns	PR Campaigns
Creativity in Advertising	Research Techniques in Communication	Research Project I	Research Methodology II
History of Political Thinking	Consumer Behavior	Crisis Management	Corporate Communication
Advertising in TV	PR Organizations	Sponsorship	World Literature II
News Creating and Announcement	Effective Speaking	Language	Social and Cultural Anthropology
Political Communication	Public Opinion and PR	*French	Language
PR Ethics	Corporate Identity	*German	*French
Contemporary Turkish Language and Literature II	Contemporary Turkish Language and Literature II	*English	*German
Language	Elective Courses	Elective Courses	*English
*French	Copy writing	Presentation Techniques	Elective Courses
*German	Human Resources Economy	Local Journalism	Web Based Advertising
*English	Web Design	Communication Law	History of Communication
Elective Courses	Media Planning	Communication Technologies	Corporate Culture
Turkish Political Life		Social Responsibility and Brand	Online Publishing
Package Program Using		Cinema	Specialized Journalism
Newspaper Writing Techniques			Radio Broadcasting

Table: 4.4 Public Relations and Publicity graduate curriculum of Akdeniz University

I. Year	I. Year
Fall term	**Spring Term**
Marketing Communication and Management	Special Topics in PR and Publicity
Management	Seminar
Research Methodology and Reporting	PR Management
Communication Theories	**Elective Courses**
Special Topics in PR	Creativity and Advertising
Elective Courses	Web Based Advertising and PR
Corporate Communication	*Social Responsibility* Campaigns
Communication Technologies	Management and Organization

At Anadolu University public relations distance education program, advertising and public relations, undergraduate, undergraduate second education, graduate and doctoral degree (PhD) is available.

Table: 4.5 Public relations distance learning curriculum of Anadolu University

I. Year	II Year
General Business	Techniques of PR Practices
Introduction to Behavioral Science	PR Wrting Techniques
Introduction to Economics	PR Case Studies
Humanities	Public Relations
Communication Knowledge	Persuasion and Public Speech
Introduction to Law	Corprate Communication Management
Basic Knowledge Technology	Turkish Language
Language (English -French)	Ataturk's Principles

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Table: 4.6 Advertising and public relations undergraduate and undergraduate second education curriculum of Anadolu University

Year	I. Year	II. Year	II. Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Research Methods in Social Sciences	Basic Information Techniques	Economics	Introduction to Press and Broadcasting
Communication I	Communication II	PR	Introduction to Philosophy
Sociology I	Marketing Management	History of Culture	Theories and Practices in PR
Advanced English I	Verbal and Nonverbal Expression	Social Psychology	Political Science
Business Management	Sociology II	Visual Communication	Cinema and Television
Psychology	Introduction to Photography	Ataturk's Principles	Ataturk's Principles
Turkish Language	Advanced English II	Introduction to Advertising	Consumer Behavior
	Elective Courses	**Elective Courses**	History Of Art
	Physical Education	Statistics	
	Graphics	Marketing Communication	**Elective Courses**
	Painting		Strategic Management
	Caricature		
	Theater		
	Music		

III. Year	III. Year	IV. Year	IV. Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Aesthetics	Creativity in Advertising II	Advertising Campaign Design	PR Campaign Design
Creativity in Advertising I	Communication Research	**Elective Courses**	**Elective Courses**
Persuasive Communication	Social and Political Communication Campaigns I	Copy Writing II	Creative Studies in Computer II
Media Planning	Communication Management	Analysis of Political Communication Campaigns	Web Design in Advertising
Elective Courses	**Elective Courses**	Strategic Planning	Analysis of PR Campaigns
Media And Politics	International Communication	Communication Ethics	
History of Advertising	Electronic Design Project		
PR Management	Copy Writing		
Creative Studies in Computer I	Brand Communication Management		
	Advertising in Television		
	PR Writing		

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Table 4.7 Advertising and public relations graduate curriculum of Anadolu University

I. Year	I Year	II. Year	II. Year
Fall Term	Spring Term	Fall term	Spring Term
Research Techniques in Social Sciences	Dissertation	Dissertation	Dissertation
Communication Theories I	Theories of Communication		
Marketing Communication and Marketing Management	Communication Research		
Communication Theories II	Creative Practices in Advertising		
Communication Research Advertising	Seminar		
Seminar	Dissertation		
Elective Courses	Research Project		
Advertising Theories and Practices	Theories of Advertising		
Essential Approaches to PR	Elective Courses		
Political Communication	Corporate Communication		
Communication	Practices in PR		
Corporate Communication	Brand Communication		
Practices in PR	Brand Management		
Brand Communication	Case Studies in PR		
	International Marketing Communication		
	Customer Management in PR and Advertising		

Table 4.8 Advertising and public relations Ph.D. curriculum of Anadolu University

I. Year	I Year	II Year	III Year
Fall Term	Spring Term	Sufficiency	Dissertation
Research Methodology in Social Sciences	Dissertation		
Strategic Planning in Advertising and PR	Theories of Communication II		
Marketing Communication Management	Communication Research		
Research Project	Creative Practices in Advertising		
Theories of Communication I	Seminar		
Strategic Planning in Advertising	Theories of Advertising		
Theoretical Approaches in PR	Research Project		
Elective Courses	Elective Courses		
Integrated Marketing Communication and Dynamics	Customer Management in PR and Advertising		
Political Communication	Practices in PR		
Theories and Practices in Advertising	International Marketing Management		
	Case Studies in PR		
	Brand Management		
	Brand Communication		
	Corporate Communication		

At Ankara University public relations and publicity undergraduate and graduate doctoral degree (PhD) is available.

Table 4.9 Public relations and publicity undergraduate curriculum of Ankara University

I. Year	I. Year	II. Year	II. Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Basic Concepts of Law	Economics	Theories of Communication I	Theories of Communication I
Political Science I	History of Communication	Constitution	Social Psychology
Introduction to Communication	Introduction Business and Management	Introduction to Science Theory	Turkish Administration
Sociology	Political Science	**Elective Courses**	**Elective Courses**
Research Techniques of Social Science I	Research Techniques of Social Science II	Computer and Communication Network	Communication and Philosophy
Basic Concepts of PR	Information Techniques	Psychology	Introduction to Advertising
English	Humanities	Creative Writing	Kinds of Literary
German	Interpersonal Communication	Social Politics	Political History
French	History of Art	Cultural Anthropology	Practices of Photography II
Turkish Language	Basic Photography	Graphics	Technology and Culture
Advanced English	English	Reading and Expression Techniques	Vision and Ideology
Physical Education	German	Practices of Photography I	English
	French	English	German
	Turkish Language	German	French
	Elective Courses	French	Ataturk's Principles
	Advanced English	Ataturk's Principles	
	Painting		
	Music		

III. Year	III. Year	IV. Year	IV. Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Communication Research I	Communication Research II	Communication Law	Communication and Ethics
Turkish Political Life	Turkish Current Problems	**Elective Courses**	Justice of İdea
Elective Courses	Models of PR	Political Communication	**Elective Courses**
Motivation Theories	**Elective Courses**	Practices of Advertising	Marketing
Copy Writing	Verbal Culture	PR Planning I	PR Planning II
Organizational Sociology	Turkish Cultural Life and its Organizations	Research Techniques of Market and Public Opinion I	Research Techniques of Market and Public Opinion II
International Politics	Publicity	Professional Foreign Language	Practices of Advertising
Intercultural Communication	Public Opinion and Media		Verbal Culture
Media Economics	Writing Techniques of PR		Environmental Issues
Criticism Theory	Political Sociology		Professional Foreign Language
Basic Concepts in Plastic Arts	Turkish Foreign Politics		
	International Communication		
	Ideology and Media		
	Advertising Campaigns		
	Music		

Table 4.10 Public relations and publicity graduate curriculum of Ankara University

I. Year	II Year	II. Year	II. Year
Fall Term	Spring Term	Fall term	Spring Term
Practices of PR in Turkey I	Practices of PR in Turkey II	Dissertation	Dissertation
Theories of Communication I	Theories of Communication II		
Analysis of Advertising I	Analysis of Advertising I		
General Business	Marketing		
Corporate Communication	Motivation Research		
Women Media and Politics			
Strategic Management Politics and Communication I	Strategic Management Politics and Communication II		
Communication Research Methods	Methods of Communication Research I		
Modernization and Communication	Economical and Political Methods		
Publicity I	PR and Political Issues II		
Political Image	PR in Private Sector		
Motivational Communication	Contemporary Democracy Theories and Communication II		
Contemporary Democracy Theories and Communication I	Publicity II		
PR and Globalization	Public Opinion Research		
PR and Political Issues I	Integrated Marketing Communication II		
Integrated Marketing Communication I	Seminar		
Seminar			
Public Opinion Research			

Table 4.11 Public relations and publicity PhD curriculum of Ankara University

I. Year	II Year	II. Year	III. Year
Fall Term	Spring Term	Dissertation	Dissertation
Women Media and Politics	Seminar		
Methods of Communication Research I	Political Advertising and Political Campaigns		
Modernization and Communication	Economical and Political Methods		
Strategic Management Politics and Communication I	Strategic Management Politics and Communication II		
Analysis of Advertising I	Analysis of Advertising I		
Political Communication	New Media and Politics		
Contemporary Democracy Theories and Communication I	Methods of Communication Research II		
Integrated Marketing Communication I	Current Public Opinion Researches		
PR and Globalization	PR in Europe		
Computer Usage in PR and Advertising I	Computer Usage in PR and Advertising II		
New Approaches to PR	New Approaches to PR		
Political Parties and Propaganda	Integrated Marketing Communication II		
Seminar	Contemporary Democracy Theories and Communication I		
	Political Parties and Propaganda		

At Ataturk University public relations and publicity undergraduate program is available.

Table 4.12 Public relations and publicity undergraduate curriculum of Ataturk University

I. Year	I. Year	II. Year	II. Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Introduction to Political Science	Constitutional Law	Principles of Marketing	Statistics
Basic Concepts of Law	Basic Photography	Social Psychology	Communication Psychology
Introduction to Communication Science	History of Communication	Research Techniques in Social Sciences	History of Turkish Culture
Introduction to Sociology	Theories of Communication	Introduction to Advertising	Production of Advertisement
Computer I	Computer II	Ataturk's Principles	Marketing Research
Turkish Language	PR II	**Elective Courses**	Ataturk's Principles
PR I	Language	Professional Foreign Language	**Elective Courses**
Language	Turkish Language	Social Politics	Professional Foreign Language
Elective Courses	**Elective Courses**	Information Techniques	Content Analysis
Turkish Verbal and Written Expression Techniques I	Turkish Verbal and Written Expression Techniques II	Organizational Communication	Turkish administration Structure

III. Year	III. Year
Fall Term	**Spring Term**
Photograph Techniques in Advertising	Practices and Campaigns of Advertising
Methods and Techniques of Publicity	Planning and Practicing in PR
PR in Public and Private Sector	Management at PR and Advertising Agencies
Analysis of Advertising	Public Opinion Research
Elective Courses	International Communication
Professional Foreign Language	**Elective Courses**
International Relations	Professional Foreign Language
Crisis Management in PR	Techniques of Problem Solving in PR
Human Resources Management	Forming Corporate Image
Advertising in Television	Tourism and Publicity
Creative Studies in Computer	Turkish Foreign Politics
	Corporate Culture

IV. Year	IV. Year
Fall Term	**Spring Term**
Communication Law	Communication Ethics
Interpersonal Communication	Persuasive Communication
Project for Graduation I	Project for Graduation II
Elective Courses	**Elective Courses**
Political Communication	Media and Politics
Communication and Total Quality Management	Effectiveness of Advertising
Web Design	Symbolic Communication
Current Communication Discussions I	Current Communication Discussions II
Marketing Communication	Organizational Psychology

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At Cumhuriyet University, Sebin Karahisar Vocational School, public relations and advertising program is available.

Table 4.13 Public relations and advertising program curriculum of Cumhuriyet University Sebin Karahisar Vocational school

I.Year	I.Year		II.Year	II.Year
Fall Term	Spring Term		Fall Term	Spring Term
Turkish Language I	Turkish Language II		Ataturk's Principles I	Ataturk's Principles II
English I	English II		Media and Media Planning	Public Opinion and Effective Communication
Mathematics	Computer II		Printed and Verbal Communication	Media Ethics
Computer I	Statistics		PR Tools	Human Resources Management in PR and Advertising
Business	PR II		Advertising Production Techniques	Advertising Campaigns
Economics	Communication Science II		Copywriting in Advertising	Practices in PR
Fundamentals of Law	Behavioral Science II		Photography	Management and Organization
PR I	Advertising		Communication Law	Graphic and Design
Communication Science I	Principles of Marketing		Elective Courses	Elective Courses
Behavioral Science I	Elective Courses		Professional English	Professional English
Elective Courses	Language			
Language				

At Çanakkale 18 Mart University, Gökçeada Vocational School, public relations and advertising program is available.

Table 4.14 Public relations and advertising program curriculum of Çanakkale 18 Mart, Gökçeada Vocational School

I. Year	I. Year		II. Year	II. Year
Fall Term	Spring Term		Fall Term	Spring Term
Introduction to Economics	Graphics and Design		Diverted Communication I	Diverted Communication II
General Business	Statistics		Media and Media Planning	Marketing Research
Mathematics	Communication Law		Research Techniques	Entrepreneur and Business Management
Introduction to Law	PR		Photograph	Sponsorship
Communication Methods	Advertising		Public Opinion and Effective Communication	Planning Campaigns
Introduction to Computer	Management and Organization		Elective Courses	Elective Courses
Elective Courses	Elective Courses		Banquet Management	Desktop Publishing
Ataturk's Principles I	Ataturk's Principles II		Advertisement Script	Computer Usage in Advertising
Turkish Language I	Turkish Language II		PR and Advertising Ethics	Electronic Publicity
English I	English II		Consumer Behavior	Customer Relations Management
Fine Arts			Brand and Brand Strategies	European Union
			Principles of Marketing	Humanities II
			Humanities I	

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At Ege University public relations undergraduate, graduate and doctoral degree (PhD) is available.

Table 4.15 Public relations undergraduate curriculum of Ege University

I. Year	I. Year	II. Year	II. Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Turkish Language	Photography	Communication Technologies	Advertising
Ataturk's Principles	Marketing	Human Resources Management	Communication Skills
Computer	Management and Organization	PR	Working Psychology
Introduction to Political Science	**Elective Courses**	Interpersonal Communication	Integrated Marketing Communication
Elective Courses	Sociology	Persuasive Communication	Creative Thinking Methods and Techniques
Basic Concepts of Law	Professional English	**Elective Courses**	**Elective Courses**
Professional English	Introduction to Economics	Communication and Society	International Law and International Organization
History of Art	Current Developments in Press	Basic Issues in Philosophy I	Fundamentals of Graphics
Psychology		International Communication	Economics of Turkey
Art and Aesthetics		Political History of 20th Century	Basic Issues in Philosophy II
			Contemporary Political Regimes
			Social Psychology
			Communication and Marketing in Virtual Environment

III. Year	III. Year	IV. Year	IV. Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Marketing Management	Consumer Behavior	Public opinion and Research	Effects of Advertising
Marketing research	Agency-Customer Relationship	Advertising Management	Analysis of Advertisement
Behavioral Dimensions in PR	Advertising Campaigns and Media Planning	Copy Writing for Advertising and PR	Advertisement Production for Radio and Television
PR Management	Techniques of PR	Graphics	Diction
Advertising and Copy Writing	Production Process of Advertisement	Advertising Campaigns and Media Planning	Interpersonal Communication and Motivation
Elective Courses	Corporate Culture	Press Relations and Advertisement in Press	
Popular Culture	**Elective Courses**	Propaganda and Political Communication	
Direct Marketing	Business Economics		
Consumer Relations Management	Photograph Techniques in Advertisement		
Target People in PR	Turkish Political Life		
Intercultural Communication	Research Methods and Techniques		
Internship	Magazine Design and Broadcasting		

Table 4.16 Public relations graduate curriculum of Ege University

I. Year	II Year	II. Year	II. Year
Fall Term	**Spring Term**	**Fall term**	**Spring Term**
Management and Techniques of Publicity	Sales Development and Promotion	Dissertation	Dissertation
Integrated Marketing communication	Corporate Culture		
Public Opinion and Agenda Setting	International PR		
New Dimensions of PR at Globalization Process	Image Management		
Elective Courses	**Elective Courses**		
Propoganda and Political Communication	Agenda Management in PR		
Skills and Methods of Communication	Human Resources Management		
Research and Evaluation Techniques in PR	Activity Management in PR		
Internet and PR	Organizational Communication		
PR at Public Institutions	Writing Techniques for PR		
	Campaign Planning and Analysis		

Table 4.17 Public relations PhD degree curriculum of Ege University

I. Year	I Year	II Year	III Year
Fall Term	**Spring Term**	Sufficiency	Dissertation
Media Analysis	Total Quality Management		
Strategic Management and Planning	Marketing Communication Strategies		
New Communication Technologies and Society	Production Process of Publicity Material		
Communication Ethics	**Elective Courses**		
Elective Courses	Estimating PR Activity		
Crisis Management	Marketing Communication Strategies		
Corporate Behavior	Aesthetics of Communication		
Case Studies in PR	Lobbying		
Sales Management	Brand Management		
Advertising Management	New Tendencies at Advertising		
Advertising Research	Case Studies in Advertising		

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At Galatasaray University public relations, publicity and advertising undergraduate degree is available.

Table 4.18 Public relations, publicity and advertising undergraduate curriculum of Galatasaray University

I. Year	I. Year	II. Year	II. Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Ataturk's Principles	Writing Techniques in Turkish	Human Rights	International Currency and Media
History of Art	Ataturk's Principles	Communication Law	Political Communication
History of Culture	Computer	History of Politics	Theories of Communication
Contemporary Sociology Theories	Sociology of Communication	Writing Techniques in French	Cultural Anthropology
Economics	Economics	Social Psychology	Writing Techniques in French
Professional French I	Professional French II	Fundamentals of Journalism	Communication Research
Fundamentals of Law: Constitution	Fundamentals of Law: Administration	Photogrphy	Social Psychology
Research Methods and Techniques in Social Sciences	Introduction to Political Science	Introduction to PR	Turkish Economics
Writing Techniques in Turkish			Introduction to Advertising
			Introduction STV

III. Year	III. Year	IV. Year	IV. Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Marketing Management	Consumer Behavior	Professional English I	International Relations
Industrial Relationships in Media I	Linguistics	Public Opinion Research	Semiotics and Communication
Opinion Rights	Marketing and Media	Research Techniques of Marketing and PR	Design of Advertising Campaigns
Types of Article	History of Graphic Design	Design of PR Campaigns	Health Communication
Theories and Practices of PR	Creative Studies in Advertising	Photograph and Production Techniques in Advertising	Lobbying and Turkish Foreign Politics
News Gathering and Writing Techniques	Media Planning and Practices	**Elective Courses**	Professional English II
Communication Psychology	Analysis of Advertising Campaigns	Presentation	**Elective Courses**
Persuasive Communication	Script Writing	Turkish Political Life	Analysis of Campaigns
PR Campaigns	**Elective Courses**	Principles of Press Ethics	International Advertising
Advertisement Planning and Management	Written and Verbal Presentation Techniques	Web Based Journalism I	Political Communication Campaigns
Elective Courses	Aesthetics		Symbolic Communication
Social and Political Issues in 20th Century	Industrial Relationships in Media II		
Desktop Publishing I	International Communication and News Agencies		
Phonetics and Diction	Desktop Publishing II		

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At Gazi University, public relations and publicity undergraduate and graduate doctoral degree (PhD) is available

Table 4.19 Public relations and publicity undergraduate curriculum of Gazi University

I. Year	I. Year		II. Year	II. Year
Fall Term	Spring Term		Fall Term	Spring Term
Introduction to Communication Science I	Introduction to Communication Science II		Communication and Society	Political Communication
Political Science	Psychology		History of Communication	History Turkish Communication
Fundamentals of Law	Statistics in Social Sciences		Social Psychology	Research Techniques in Communication Science
Economics	Social and Cultural Structure of Turkey		Research Techniques in Social Science	Techniques of Publicity
Sociology	History of Politics		Communication Technology	Photography
Philosophy	Basic Art Education		Photography	News Gathering and Writing Techniques II
Introduction to PR and Publicity I	Introduction to PR and Publicity II		News Gathering and Writing Techniques I	Introduction to Publicity and Advertising
Language and Communication	Turkish Language II		Computer	
Turkish Language I	Information II			
Information I	Language II			
Language I				

III. Year	III. Year		IV. Year	IV. Year
Fall Term	Spring Term		Fall Term	Spring Term
Theories of Communication I	Theories of Communication II		Seminar I	Seminar II
Theories of Persuasion	Public Opinion Research and Public Opinion		Media and Public Opinion	Communication Ethics
Campaigns of PR	Campaigns of Advertising and Publicity		Contemporary Approaches in PR	Communication Sociology
Management Science	Communication Law		Elective Courses	Elective Courses
Elective Courses	Elective Courses		Organization Psychology	Organization Culture and Identity
Organization Sociology	Rhetoric		Motivation Techniques	Modern Management Techniques
Fashion and Creativity	Marketing and Marketing Communication		Media Planning	Human Resources Management
Customer and Agency Relationship	Consumption Culture and Consumption		Case Studies in PR	PR at Developing Countries
Writing Techniques of PR and Publicity	Face to Face Communication and Body Language		Communication Philosophy	Theories of Information
History of Advertising	Literature and Communication		Verbal Culture and Historical Studies	Communication and Propaganda
Social and Cultural Anthropology	Risk and Crisis Communication			
City Sociology				

Table 4.20 Public relations and publicity graduate curriculum of Gazi University

I. Year	II Year	II. Year	II. Year
Fall Term	**Spring Term**	**Fall term**	**Spring Term**
Publicity Techniques and Publicity of Turkey	Seminar	Dissertation	Dissertation
Seminar	Publicity Techniques and Publicity of Turkey		
Elective Courses	**Elective Courses**		
News Gathering and Communication Tools	Moral Philosophy		
Moral Philosophy and Values			
Corporate Behavior	News Gathering and Communication Tools		
Sector Issues in PR: Public and Private	Sector Issues in PR: Public and Private		
Relationship Between Press	Corporate Behavior		
Critical Theories			
Media and Culture			
Interpersonal Interaction			
Advertising			
Television Journalism			
New Approaches at Film Criticism			

Table 4.21 Public relations and publicity PhD curriculum of Gazi University

I. Year	I Year	II Year	III Year/IV Year
Fall Term	**Spring Term**	Sufficiency	Dissertation
Communication ans Persuasion	**Elective Courses**		
PR in History of Turkish Society	Corporate Culture and Corporate Communication		
Elective Courses	Modernization Debate		
Modernization and PR Issues	Publicity Politics at PR		
Theories and Practices of Advertising			
Measurement and Evaluation of Attitudes in PR			
Scientific Phiolsphy and Its Practices			

At İstanbul University, public relations and publicity undergraduate and graduate doctoral degree (PhD) is available

Table 4.22 Public relations and publicity undergraduate curriculum of İstanbul University

I. Year	I. Year	II. Year	II. Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Process and Models of Communication	Theories of Mass Communication	Introduction to PR I	Advertising and Publicity Campaigns
Macro Economics	Social Psychology	Global and Local Advertising	Introduction to PR I
Political Science	History of Communication	Mass Communication Law	Media Ethics
General Law	Cultural Anthropology	Basic Research Techniques	Research Techniques and SPSS
Ataturk's Principles I	Ataturk's Principles II	New Communication Technologies	Telecommunication Technologies
Turkish Language I	Turkish Language II	Training	Training
Language I	Fine Arts II		
Fine Arts I			
III. Year	**III. Year**		
Fall Term	**Spring Term**		
Global Media	Media in Turkey	**IV. Year**	**IV. Year**
Public Opinion Research	Marketing Management in Turkey	**Fall Term**	**Spring Term**
Integrated Marketing Communication	Research Techniques of Marketing and Media	Graduation Project I	Graduation Project II
Brand and Image Management	Corporate Culture	Public Communication Campaigns	Political Communication Campaigns
Elective Courses	**Elective Courses**	Copywriting in Advertising	Copywriting in Media
Computer and Internet I	Computer and Internet II	Corporate Communication	Advanced Image Techniques,
		Elective Courses	**Elective Courses**
		Web Design I	Web Design II

Table 4.23 Public relations and publicity graduate curriculum of İstanbul University

I. Year	II Year	II. Year	II. Year
Fall Term	**Spring Term**	**Fall term**	**Spring Term**
Seminar	Practices of PR	Dissertation	Dissertation
Scientific Research Techniques	PR and Media		
Media Language and Discourse	Rights in Media which source is FSEK		
	Corporate Communication and Media		

Table 4.24 Public relations and publicity PhD curriculum of İstanbul University

I. Year	I Year	II Year	III Year/IV Year
Fall Term	**Spring Term**	Sufficiency	Dissertation
Scientific Research Techniques	**Theories of PR**		
Marketing Communication and PR	PR Seminar		
Organizational Behavioral Science	New Strategies in PR		
	Advertising Language and Discourse		
	Changing Information Society		

At Kocaeli University public relations program and public relations and publicity undergraduate degree is available.

Table 4.25 Public relations program of Kandıra Vocational School, Kocaeli University

I. Year	I. Year	II. Year	II. Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
PR I	PR II	PR Tools	Public Opinion and Propaganda
Introduction to Computer	Office Programs	Corporate Identity	Human Resources Management
Communication	Communication II	Behavioral Science	Media Planning and Media
Turkish Language I	Management and Organization	Research Techniques	Communication Law
Language (German)	Advertising	Total Quality Management	Techniques of Press and Edition
Ataturk's Principles	Turkish Language II	Information Management	Practices of PR and Case Studies
Principles of Law	Ataturk's Principles	Web Design	Directed Studies II
Content Analysis	Social Sensitivity Project II	Diverted Studies	Culture IV
Diction	Sports II	Sports III	**Elective Courses**
Introduction to Photography	Culture II	Culture III	Theater IV
Social Sensitivity Project I	**Elective Courses**	**Elective Courses**	Art IV
Sports I	Music II	Theater III	Folklore IV
Culture I	Art II	Cinema III	Cinema IV
Elective Courses	Theater II	Photography III	Social Support
Art I	Photography II	Folklore III	Photography IV
Theater I	Folklore II	Modern Dance II	History of Art IV
Cinema I	Modern Dance II	Music	Folk Science IV
Photography I	Social Support II	Poetry II	First Aid IV
Folklore I	Open Mind Games	Diction and Body Language III	Diction and Body Language IV
Modern Dance I	Cinema II	Art III	International Relations
Music I	Folk Science	Diction	Digital Art II
History of Art I	First Aid	Advertising Discourse and Analysis	
Social Support I	Diction and Body Language II		
Diction and Body Language I	Philosophy		
Digital Art I	History of Art II		
	Poetry I		

Table 4.26 Public relations and publicity undergraduate program of, Kocaeli University

I. Year	I. Year	II. Year	II. Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
News Gathering and Writing Techniques	Constitution Law	International Relations and Publicity	
Ataturk's Principles	Ataturk's Principles	Language (BI)	Language (BI)
Turkish Language I	Turkish Language II	Media Planning	Mass Communication Law
Introduction to PR and Publicity	Interpersonal Communication	Communication and Total Quality Management	Theories of Communication
Scientific Research Techniques	Language (ALL)	Introduction to Business Management	Communication in Organizations
Introduction to Economics	Introduction to Photography	Introduction to Business Management	**Elective Courses**
Basic Information Technology Usage	Fundamentals of Computer Science	Customer Relations Management	Language (English)
Fundamentals of Law	Statistics	**Elective Courses**	Language (German)
Elective Courses	Communication Science	Language (English)	Writing Techniques
Language (German)	Introduction to Advertising	Language (German)	Crisis Management in PR and Publicity
Language (English)	**Elective Courses**	Introduction to Political Science	Social Politics
	Language (German)	Protocol	Internet Publishing
	Language (English)	Corporate Psychology	Professional Foreign Language
	Public Opinion and Democracy	Forming Image	History of Art
		Social Behavior	
		Reading and Speaking in Foreign Language	

III. Year	III. Year	IV. Year	IV. Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Strategic Management in PR	Principles and Management of Marketing	Ethics Of PR	Lobbying
Human Resources Management	PR Seminar	Corporate Identity and Brand Management	Managerial Decision Making in PR
Practices of PR I	Practices of PR II	Effective Speaking	Project for Graduation
Civil Society Corporations and Society	Publicity in Radio TV and Cinema	**Elective Courses**	Mass Communication and Politics
Elective Courses	Culture and Media	Knowledge Communication and Information	**Elective Courses**
Analyzing Advertising	**Elective Courses**	Communication Systems	Case Studies in Pr
Sponsorship	Analyzing Text	Political Campaigns	Culture Industry
Turkish Administration	Editing		Mass Communication and Politics
	Magazine		Graphics and Animation
	Professional Foreign Language		Semiotics
	Public Opinion Research		
	Editing		

At Marmara University, public relations and publicity undergraduate and graduate doctoral degree (PhD) is available

Table 4.27 Public relations and publicity undergraduate program of, Marmara University

I.Year	I.Year	II. Year	II. Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Environmental Consciousness	Visual Photography Techniques	Intercultural Communication	Marketing
Ataturk's Principles	Constution	Turkish Economics	Communication Law
Turkish Political Life	Turkish Language	Art Sociology	Turkish Economical Life
Marketing	**History of Art**	Turkish Administrative and Political Structure	Contemporary Psychology
Sociology	History of Mass Communication	History of Philosophy	Media Technologies
Turkish Language	Ataturk's Principles	*Basic Concepts in PR*	Current Turkish Literature
Introduction to Law	Introduction to Economics	The Main Principles of Journalism	Desktop Publishing
History of Art	Behavioral Science	Press Management	Communication Sociology
Introduction to Political Science		research Techniques in Social Science	International Media
Introduction to Mass Communication			
III. Year	**III. Year**	**IV. Year**	**IV. Year**
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Relationship with Media	Customer and Consumer Behaviors	Graduation Project	Information Based Media Planning
Intercultural Communication	Practice and Theories of PR	Political Communication	Film Production
Public Opinion Ethics and Sociological Issues	Advertising and Media Planning	Media Analysis	Professional English
Professional English	Film Analysis	Planning in PR	Graduation Project
Introduction to PR	Professional English	Social Life	
Human Rights	Social History	Professional English	

Table 4.28 Public relations and publicity graduate program of, Marmara University

I. Year	II Year
Public Opinion Propaganda and Media	PR Projects and Campaigns
Cinema as a Tool of Propaganda and Publicity	Politics and PR
PR Activities and Media	PR Philosophy and New Approaches
Strategic Planning and PR	Organizational Communication
Globalization, Image, Identity and PR	Behavioral Science and Organizational Culture
Marketing Communication and Advertising	

Table 4.29 Public relations and publicity graduate program of, Marmara University

I. Year	II Year	II. Year	II. Year
Fall Term	**Spring Term**	**Fall term**	**Spring Term**
Internet and PR	PR Projects and Campaigns	Dissertation	Dissertation
Cinema as a Tool of Propaganda and Publicity	Politics and PR		
PR Activities and Media	**Elective Courses**		
Practical Research Methods	PR Philosophy and New Approaches		
Strategic Planning and PR			
Globalization, Image, Identity and PR			
Elective Courses			
Public Opinion Propaganda and Media			
Organizational Communication			

Table 4.30 Public relations and publicity PhD curriculum of Marmara University

I. Year	I Year	II Year	III Year/IV Year
Fall Term	**Spring Term**	Sufficiency	Dissertation
PR Philosophy and Communication Management	Relationship with Media and Writing Techniques of PR		
Organizational Behavior and Communication	**Elective Courses**		
Democracy Culture and PR and Ethics	Crisis Communication Management and Reactive Communication		
PR at Political Parties and Non governmental Organizations	Strategic Communication and Planning		
Elective Courses			
Urban Culture and Communication			
International Communication and Media			
Lobbying			

At Selçuk University public relations and publicity , undergraduate, undergraduate second education, graduate and doctoral degree (PhD) is available.

Table 4.31 Public relations program of Selcuk University, Social Science Vocational School University,

I. Year	I Year		II. Year	II Year
Fall Term	Spring Term		Fall Term	Spring Term
Effective Expression Techniques	PR II		Mass Communication	Mass Communication Tools
Communication	Macro Economics		Management and Organization	Advertising
PR			Public Opinion Research	Practicing PR and Case Studies
Behavioral Science I	Behavioral Science II		Social And Political Constructions in Turkey	Public Administration
Introduction to Economics	Publicity		Human Resources Management	Communication and Ethics
General Business	Fundamentals of Law		Protocol	Diction
Language I	Language I		Mass Communication Law	Turkish Economical Life
Ataturk's Principles	Ataturk's Principles		Basic Information Techniques Usage	Total Quality Management
Turkish Language	Turkish Language			Introduction to Computer Science

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Table 4.32 Public relations and publicity undergraduate and undergraduate second education program of, Selcuk University

I.Year	I. Year	II. Year	II. Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Introduction to Communication Science I	Introduction to Communication Science II	Methods and Techniques of Publicity	Introduction to Advertising Campaigns
Keyboard I	Keyboard II	Social Psychology	Corporate Psychology
Basic Research Techniques	Introduction to Advertising	Introduction to PR Campaigns	Nonverbal Communication
Introduction to Psychology	Philosophy	Communication Psychology	Foreign Language I
Economics	Political Science	Research Techniques in Social Sciences I	Research Techniques in Social Sciences II
Turkish Culture and Civilization	Marketing	Speaking and Reading Foreign Language	Statistics in Social Science
Fundamentals of Law	Introduction to Sociology	Introduction to Photography	Writing Techniques
Turkish Language I	Turkish Language II	Basic Information Techniques Usage	Political Ideas
Ataturk's Principles I	Ataturk's Principles II	History of Communication	Basic Computer Science
Language I	Introduction to PR II	**Elective Courses**	**Elective Courses**
Introduction to PR I		Press Technology	TV Programming
		History of PR and Publicity	Photography
		Turkish Language	Literature
		Intercultural Communication	Turkish Administration
III. Year	**III. Year**	History of Art	
Fall Term	**Spring Term**		
Practices of PR I	Practices of PR I	**IV. Year**	**IV. Year**
Copywriting in PR and Publicity	Propaganda	**Fall Term**	**Spring Term**
Mass Communication Theories	Foreign Language II	PR in Public And Private Life	Research Techniques for Communication
Language II	Communication Technologies	Motivation	Persuasion Theories
Elective Courses	Communication Systems	Project for Graduation I	Project for Graduation II
Strategies of Publicity	International Communication	Communication Law	Communication Ethics
Desktop Publishing	Interpersonal Communication	Sociology of Communication	Persuasion Theories
Public Speech	**Elective Courses**	**Elective Courses**	Practices of Political Campaigns
Advertising in Radio	Advertising and Advertising Graphics	PR and Publicity Publishing	**Elective Courses**
Types of Articles	Publicity and Tourism	Turkish Social Structure	Foreign Language IV
Perception Psychology	PR for Management Process	Creative Strategies in Advertising	Marketing Communication
Economical Doctrines	Advertising in Television	Digital Editing I	Publicity and Lobbying
	Content Analysis	Foreign Language III	Corporate Image
	Photography Reporter	Critical Approaches	Digital Editing II
	Turkish Foreign Politics	Media Planning	Semiotics
			Film Production for Advertising and Publicity
			Art and Aesthetics

Table 4.33 Public relations graduate program of, Selcuk University

I. Year	I Year
Interpersonal Communication Persuasion	Political Communication and Propaganda
PR and Advertising in Marketing Communication	Developments in Turkish Social Structure
Press and PR	Media Planning in Pr
Visual and Auditory Communication	PR Development Process in Turkey
Scientific Research Techniques	Advertising Campaign Process
Communication Research Techniques	Political Campaigns and Press

Table 4.34 Public relations graduate program of, Selcuk University

I. Year	I Year	II. Year	II. Year
Message Design and Practices	Publicity Strategies	Dissertation	Dissertation
Communication and Persuasion	Basic Concepts in PR		
Practices and Analysis in PR	Sponsorship and PR		
PR and Publicity Issues in Turkish Political Life	History of PR in Turkey		
Communication Research in SPSS			

Table 4.35 Public relations and publicity PhD curriculum of Selcuk University

I. Year	I Year	II Year	III Year/IV Year
Fall Term	Spring Term	Sufficiency	Dissertation
New Approaches in PR	PR Politics		
Political Communication	Mass Communication Tools and Critical Theories		
Communication and Current Issues in Communication	Globalization and PR		
21th Century Strategies in PR	Integrated Marketing Communication		
	PR Development Process		

At Trakya University, Çerkezköy Vocational School, public relations program is available.

Table 4.36 Public relations curriculum of Trakya University, Çerkezköy Vocational School

I. Year	I Year		II. Year	II Year
Fall Term	Spring Term		Fall Term	Spring Term
Management Knowledge I	Management Knowledge II		PR Tools I	PR Tools II
Behavioral Sciences I	Behavioral Sciences II		Political Communication and Political Campaigns I	Political Communication and Political Campaigns II
Communication I	Communication I I		Practices and Case Studies For PR I	Persuasive Communication II
Foreign Professional Language I	Foreign Professional Language II		Foreign Professional Language I	Practices and Case Studies For PR II
Fundamentals of Law	Communication Law		Computer I	Practices of Advertising
Macro Economics I	Macro Economics II		Introduction to Advertising	Media Planning
Public Administration	Social Security and Business Law		Public Speech I	Research Project
Principles of Marketing I	Principles of Marketing II		Research Techniques for Social Sciences	Foreign Professional Language I
Ataturk's Principles I	Ataturk's Principles I		Photography	Elective Courses
Turkish Language I	Turkish Language II		Persuasive Communication I	Physical Education
Language I	Language II		Elective Courses	Fine Arts
PR I	PR II		Physical Education	
Elective Courses	Elective Courses		Fine Arts	
Physical Education	Physical Education			
Fine Arts	Fine Arts			

At Atlım University, public relations undergraduate degree is available

Table 4.37 Public relations undergraduate curriculum of, Atılım University

I. Year	I. Year		II. Year	II. Year
Fall Term	Spring Term		Fall Term	Spring Term
Introduction to Economics I	Introduction to Economics II		Introduction to Business I	Organizational Behaviour
Introduction to Sociology	Introduction to Psychology		History of Civilization I	Introduction to Public Relations II
Introduction to Computers	Computers & Information Processing		Statistics for Social Sciences	Computer Applications in PR
Introduction to Law	Introduction to Political Science		Introduction to Public Relations I	Research Methods
Communication Skills I	Communication Skills II		Presentation Skills I	Mass Media
Turkish Language I	Turkish Language II		Introduction to Communication	Presentation Skills II
Principles of Atatürk & History of Turkish Revolution I	Principles of Atatürk & History of Turkish Revolution II			
III. Year	III. Year		IV. Year	IV. Year
Fall Term	Spring Term		Fall Term	Spring Term
Marketing Management	Introduction to Advertising		Advertising Design	Advertising Campaigns
Organization Theory	Communication and Persuasion		Seminar on Public Relations	Electives 4
Culture Communication & Society	Media Planning		Electives 3	12 credits courses will be taken from Faculty
Media & Politics	Social Structure of Turkey		9 credits courses will be taken from Faculty	
Business Communication	Communication Law			

At Bahçeşehir University, public relations and publicity undergraduate degree is available.

Table 4.38 Public relations undergraduate curriculum of, Bahçeşehir University

I.Year	I.Year		II. Year	II. Year
Fall Term	**Spring Term**		**Fall Term**	**Spring Term**
Principles of Communication and Media I	Principles of Communication and Media II		**Fall Term**	**Spring Term**
Introduction to Public Relations I	Introduction to PR II		Interpersonal Communication	Public Relations Communication
Art, Culture And Society I	Art, Culture And Society II		Marketing Communication	Case Studies in Advertising
Introduction to Computer and Information Technology	Computer Use in Graphic Design and Multimedia		Organizational Behaviour and Public Relations	Consumer and Customer Behavior

III. Year	III. Year		IV. Year	IV. Year
Fall Term	**Spring Term**		**Fall Term**	**Spring Term**
Media Ethics	Media Politics		Public Relations Campaigns	Political Communication and PR
Desktop Publishing: Layout and Design	Public Debate and Presentation Methods		Introduction to Media Management and Planning	Public Relations Campaign Project
Copywriting	Research in PR and Advertising		Corporate Identity and Brand Management	Media Economics and Programming

At Başkent University, public relations and publicity undergraduate degree is available.

Table 4.39 Public relations and publicity undergraduate curriculum of, Başkent University

I.Year	I.Year		II. Year	II. Year
Fall Term	**Spring Term**		**Fall Term**	**Spring Term**
Introduction to Communication	Mass Communication Tools and Society		Knowledge and Communication Technologies	Web Design
Economics	Business		Advertising Design I	Advertising Design II
Psychology	Sociology		Theories of Communication and Persuasion	Public Opinion, Media and Democracy
Computer Technologies I	Computer Technologies II		Media and Culture Studies	Professional English VI
Introduction to PR	Introduction to Advertising		Research Techniques in PR	Visual and Printed Text Analysis
Professional English I	Professional English II		Professional English V	**Elective Courses**
Turkish Language I	Turkish Language II		**Elective Courses**	2 Electives will be taken
			2 Electives will be taken	

III. Year	III. Year		IV. Year	IV. Year
Research Techniques	Statistics		International Communication	Organizational Culture
Public Speech			Communication and Ethics	Practices of PR
Mathematics	Media Planning		Practices of Advertising	Knowledge and Communication Law
Integrated Marketing Communication	Public Relations and Publicity Policies		Political Communication	Project for Graduation
Theories of PR and Publicity	Introduction to Law		Professional English VII	Professional English VIII
Introduction to Political Science	Social Psychology		Training Period	**Elective Courses**
Ataturk's Principles I	Ataturk's Principles		**Elective Courses**	2 Electives will be taken
Professional English III	Professional English IV		2 Electives will be taken	

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At Çağ University, Vocational School, public relations program is available.

Table 4.40 Public relations program of Cağ University Vocational School

I. Year	I Year	II. Year	II Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Introduction to Economics I	Introduction to Economics II	Communication and Persuasion	Culture, Communication and Society
PR I	PR II	Introduction to Law	Human Resource Management
Intro. to Political Science	Intro. to Social Psychology	Principles of Management	Sophomore English II
Computer Programming I	Computer Programming II	Marketing For Communicators I	Marketing For Communicators II
Turkish I	Turkish II	Atatürk's Principles	Atatürk's Principles
Freshman English I	Freshman English II	Sophomore English I	Second Foreign Language II
Second Foreign Language I	Second Foreign Language II	Second Foreign Language I	

At Fatih University, Vocational School, public relations program is available

Table 4.41 Public relations program of Fatih University Vocational School

I. Year	I Year	II. Year	II Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Turkish Language I	Turkish Language II	Ataturk's Principles I	Ataturk's Principles II
Language (English)	Language II	Language (English)	Professional Language
Introduction to Computer I	Introduction to Computer II	Office Programs I	Office Programs II
Introduction to PR	Advertising and Copy Writing	PR Campaigns	Diction
Sociology	Research Techniques	Political Communication	Media Technologies
Theories of Mass Communication	News Writing	Work Psychology	Publicity
Keyboard I	Professional English II	Web Design	Office Applications
Professional English I	Accounting II	**Elective Courses**	**Elective Courses**
Accounting I		Seminar	Animation
Elective Courses	**Elective Courses**	Internet Marketing	Crisis Management
Photography	Management		
Principles of Marketing	Organization		
	Political Science		

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At Bilgi University, public relations program and public relations undergraduate degree is available

Table 4.42 Public relations program of Bilgi University Vocational School

I. Year	I Year		II. Year	II Year
	Spring Term		Fall Term	Spring Term
Introduction to Business Administration	Basics in Communication and Mass Media II		Advertising Practices	Integrated Marketing Communications
Basics in Communication and Mass Media I	Introduction to Advertising		Writing for Public Relations	Public Relations Practices
English I	Introduction to PR		Communication Skills I	Communication Skills II
History of Turkish Revolution I	Introduction to Quantitative Methods		Brand Management I	Brand Management II
Information Technology	History of Turkish Revolution I		Marketing for Communicators I	Marketing for Communicators II
Turkish Language I	Turkish Language II			

Table 4.43 Public relations undergraduate curriculum of, Bilgi University

I. Year	I. Year		II. Year	II. Year
Fall Term	Spring Term		Fall Term	Spring Term
Introduction to Communication and Mass Media I	Writing for Public Relations		Introduction To PR I	Introduction To PR II
Introduction to Business Administration	Introduction to Communication and Mass Media II		Marketing for Communicators I	Marketing for Communicators II
Introduction to Quantitative Methods	Intellectual Heritage		Reading Skills	Culture, Communication and Society
Foundation Year English I	Foundation Year English II		General Principles of Law	Writing Skills
History of Turkish Revolution I	History of Turkish Revolution II		Elective Courses	Elective Courses
Information Technology	Turkish Language II		2 Electives will be taken	2 Electives will be taken
Turkish Language I	Elective Courses			
Elective Courses	2 Electives will be taken			
1 Elective will be taken				

III. Year	III. Year		IV. Year	IV. Year
Fall Term	Spring Term		Fall Term	Spring Term
Strategic Public Relations Management I	Strategic Public Relations Management II		Senior Project I	Senior Project II
Corporate Communication	Marketing Public Relations		PR Regulations and Ethics	Public Relations and Media: Perspectives and Practices
Interpersonal Communication	Research Methods		Consumer Behavior	Strategic Management II (Turkish Business Environment)
Trends and Lifestyles in Contemporary Society	Introduction to Organizational Behavior		Elective Courses	Elective Courses
Elective Courses	Elective Courses		3 Electives will be taken	3 Electives will be taken
3 Electives will be taken	2 Electives will be taken			

At Kültür University public relations program is available.

Table 4.44 Public relations program of Kültür University Vocational School

I. Year	I Year		II. Year	II Year
Fall Term	**Spring Term**		**Fall Term**	**Spring Term**
Introduction to PR	Interpersonal Communication		Mass Communication	Creative Studies in Advertising
Introduction to Advertising	Graphics and design		Media Planning	Computer and Technologies in Advertising Field
Behavioral Science	Corporate PR		Strategic Advertising	Communication Law
Responsibility of Advertiser	Behavioral Science II		Body Language	Visual Communication Design
Writing and Communication	Analysis of Advertising		Advertising	Public Opinion and Effective Communication
Introduction to Business Science	Informatics II		Foreign Language III	Foreign Language IV
Informatics	Ataturk's Principle's II		Advertising Script	**Elective Courses**
Ataturk's Principle's I	Turkish II		Statistics	Sponsorship in Television and Cinema
Turkish I	Foreign Language II		Business Management	Advertisement
Language I	**Elective Courses**		**Elective Courses**	
Elective Courses	**Camera**		Editing	
Introduction to Photography	Script		Visual	
Light	Advertising Photography			

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At İstanbul Ticaret University, public relations undergraduate and graduate degree is available.

Table 4.45 Public relations undergraduate curriculum of, Istabul Ticaret University

I. Year Fall Term	I. Year Spring Term	II. Year Fall Term	II. Year Spring Term
(English I)	English II	English-Reading and Speaking	Professional English
Ataturk's Principles	Ataturk's Principles	Turkish I	Turkish II
Fiscal &Managerial Frame of Turkey	Mass Communication Media	Protocol & Social Behaviors	History of Arts
Introduction to Mass Communication &Theories	PR for Various Audiences	Interpersonal Communication Techniques	Presentation Techniques
Basic Concepts of PR	Economics	Transformation and Restructuring	Democracy Culture & PR
Well Speaking & Speech Techniques	Human Resources Management & Internal PR	Basic Marketing Principles	Communication Management and Creativity
Basic Concepts of Law	Constitutional Law	Communication Law	PR & Sponsorships
		Elective Courses	**Elective Courses**
		Social Anthropology	Graphic Design
		Introduction to Accounting	Financial Accounting

III. Year Fall Term	III. Year Spring Term	IV. Year Fall Term	IV. Year Spring Term
Professional English	Business English	English-Research Techniques	Evaluation in Public Relations
History of Civilization	Social Psychology		
Basic Concepts of Advertising & Advertising Management	Communications Ethics	Strategic PR	Phonetics & Diction
Desktop Publishing	Consumer & Customer Behaviors	Media Planning & Strategies in Advertising	English-Presentation and Reporting
Public Relations in Extraordinary Situation	Publicity Techniques	Corporate Image & Reputation Management	Creative Approaches in Communications
Public Researches	Political Communication	General Media Technology & Legislation	International PR Models
Statistical Applications	**Elective Courses**	**Elective Courses**	Social Responsibility& Publicity Techniques
Elective Courses	Message Design in PR	Corporation & Organization Theories	**Elective Courses**
Civilian Public Organizations & PR	Competition Strategies &Brand Management	Effectiveness in Media & Publicity	Electronic Media and PR
Marketing PR	Advertising Agencies, Agency-Customer Relationship Management	Advertising in Creating Brand &Corporate Identity	Advertising Communication Management &Promotion Management

Table 4.46 Public relations graduate curriculum of, Istanbul Ticaret University

I. Year	I Year	II. Year	II. Year
Communication Process and Strategic Communication Management	Social and Economical Development in PR	Dissertation	Dissertation
Globalization and Corporate Image Approach in the Firms	Presentation and Persuasion in PR	If You want to graduate without dissertation you have to take 3 Lessons	
Campaign Analysis in PR	Publicity Techniques and	Communication Sociology	
Research Project		Rights of Idea	
Elective Courses	**Elective Courses**	Behavioral Science	
Research Techniques in Social Sciences	Social Responsibility Campaigns and Sponsorship		
PR and Media	Writing Techniques of Pr		
Social and Economical Background Analysis in PR	PR in Integrated Marketing Communication		
Intercultural Communication	Internet and Intranet as a Tool of PR		
PR and Publicity in Tourism	Presentation and Persuasion in PR		
Organizational Psychology			

At İzmir Ekonomi University pubic relations program and public relations and advertising undergraduate program is available.

Table 4.47 Public relations program of İzmir Ekonomi University Vocational School

I. Year	I Year	II. Year	II Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Introduction to Business	Macroeconomics	Marketing Research	Meeting Management
Academics reading and Writing Skills	Priciples of PR II	Human Resources Management	Application in PR
Fundamentals of Marketing I	Marketing II	Customer Relations Management	Workshop and Seminar
Inroduction to Calculus and Statistics	Academics reading and Writing Skills	Media and Media Planning	Copy Writing Presentation and Negotiation Techniques
Principles of PR	Mass Communication Theories	Advertising	Communicator and Propaganda
Fundamentals of Law	Management and Organization	Consumer Behavior	English for Specific Purpose II
Computer I	Computer II	English for Specific Purpose I	Political Communication
Turkish I	Turkish II	**Elective Courses**	**Elective Courses**
Ataturk's Principles I	Ataturk's Principles II	3 credit hours of courses will be taken	3 credit hours of courses will be taken
Introduction to Economics	Behavioral Sciences		

Table 4.48 Public relations and advertising undergraduate curriculum of, İzmir Ekonomi University

I.Year	I.Year		II. Year	II. Year
Fall Term	**Spring Term**		**Fall Term**	**Spring Term**
Introduction To Mass Communication	History of Mass Communication		Mass Communication Theories	Interpersonal Communication
Introduction to Mathematics and Statistics	Research Methodology		Communication and Ethics	Introduction to Advertising
Principles Of Social Sciences I	Principles of Social Sciences II		Introduction to PR	Introduction to Marketing Communication
Computer and Information Technology	Introduction to Management		Fundamentals of Law	Organizational Behavior
Principles of Microeconomics	Principles of Macroeconomics		Principles of Marketing	History of Civilization
Academic Reading and Writing Skills	Academic Reading and Writing Skills		Turkish I	Turkish II
French/Italian/German/Russian	French/Italian/German/Russian		Principles of Ataturk's	Principles of Ataturk's
			Turkish Republic I	French/Italian/German/Russian
			French/Italian/German/Russian	

III. Year	III. Year		IV. Year	IV. Year
Fall Term	**Spring Term**		**Fall Term**	**Spring Term**
Media Planning	Brand Management		Integrated Marketing Communication	Senior Project in PR
Political Communication	Marketing Research		Campaign Design in PR	Senior Project in IMC
Graphic and Design in Communication	Development of Promotional Elements		Campaign Design in IMC	Applied Workshop in PRA II
Consumer Behavior	Lay Out and Graphic Design		Applied Workshop in PRA I	**Elective Courses**
News Production and Media Relations	**Elective Courses**		**Elective Courses**	French/Italian/German/Russian
Elective Courses	French/Italian/German/Russian		French/Italian/German/Russian	
French/Italian/German/Russian				

At Kadir Has University public relations undergraduate degree is available.

Table 4.49 Public relations undergraduate curriculum of, Kadir Has University

I. Year	I. Year	II. Year	II. Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Communication and Media I	Communication and Media I	Public Relations Techniques I	Public Relations Techniques II
Introduction to Social Science	Writing Techniques for PR	Integrated Marketing Communication	Social Psychology
Introduction to PR	Introduction to PR II	Basic Concepts of Law	Communication Law
Introduction to Computer and Information Techniques	Introduction to Economics	Media and Politics	Modern Communication Technology
Introduction to Theory and Methodology: Basic Concepts	Introduction to Theory and Methodology: Popular Culture	Marketing Management and Communication	Fine Arts II
English I	Ataturk's Principles	Fine Arts I	Media Sociology
Turkish I	Turkish Language II		
	English II		
	Interpersonal Communication		
III. Year	**III. Year**	**IV. Year**	**IV. Year**
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Media Ethics	Desktop Publishing	Practices of PR	Graduation Project
Public Debate and Presentation Techniques	Social and Political Campaigns	Organizational Communication	Political Communication Campaigns
Strategic PR Management I	Strategic PR Management II	Organization and Management in PR Agencies	Lobbying and Turkish Foreign Policies
International News and Media	Campaign Analysis	Graduation Project	**Elective Courses**
PR Campaigns	**Elective Courses**	**Elective Courses**	1 Professional Elective
Elective Courses	1 Professional Elective	1 Professional Elective	1 Free Elective
1 Elective will be taken		1 Free Elective	

At Maltepe University public relations undergraduate degree is available.

Table 4.50 Public relations undergraduate curriculum of, Maltepe University

I. Year	I. Year	II. Year	II. Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Communication and Society I	Communication and Society II	Communication Law	Turkish Communication Law
Computer I	Computer II	Macro Economics	Micro Economics II
Introduction to Photography	Photography Techniques	Writing Techniques of PR I	Writing Techniques for PR II
Scientific Research Methodology I	Theories of Turkish Politics and Constitutional Law	Integrated Marketing Communication	Advertising
Political Organization and Constitutional Law	Behavioral Science	Publicity Techniques I	Publicity Techniques II
Statistics I	Statistics II	Film Production I	Film Production II
Fundamentals of Law	PR Techniques	Art and Design	Diction
Theories of PR	Fine Arts II	PR	Introduction to Multimedia
Fine Arts I	English II	English	Sociology
English I	Turkish II	Development of Turkish Press	Practices of PR
Turkish Language I	Ataturk's Principles	Cinema I	Professional English I
Ataturk's Principles		History of Music	Visual Aesthetics
		News Agencies	Cinema II
			Radio and Television Programming
			Program Production in Cinema and Television

III. Year	III. Year	IV. Year	IV. Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Advertisement Production and Management I	Advertisement Production and Management I	PR Practices I	PR Practices II
Copy Writing I	Copy Writing II	Advertising Campaign Practices I	Advertising Campaign Practices II
Graphic Design in Advertising I	Graphic Design in Advertising II	Interpersonal Communication Techniques	Social Responsibility and Ethics for PR
Desktop Publishing I	Desktop Publishing II	International PR	Internet PR
Theories of Communication	Content Analysis and Semiotics	Presentation Techniques	Advertising and Music
Political Communication	Management and Marketing	Graduation Project I	Graduation Project II
Media Planning	Public Opinion	Analysis of Advertising I	Analysis of Advertising II
Evaluation of PR	Human Resources and PR	Professional English I	Professional English II
Professional English II	Marketing Communication	Web Design I	Web Design II
International Communication	English	Public Opinion Research Techniques	Humanities
Communication and Modern Art	Practices of Publicity	Cultural Anthropology	Globalization and Advertising
PR with new Technology	Basic Concepts in News Writing		
Multimedia Workshop			

At Yasar University, communication and public relations program is available.

Table 4.51 Public relations program of Yasar University Vocational School

I.Year	I.Year		II. Year	II. Year
Fall Term	Spring Term		Fall Term	Spring Term
Introduction to Business I	Mass Communication Theories		Political Communication	International Communication
Introduction to Economics I	PR		Brand and Image Management	Visual Communication Design
Introduction to Political Science	Communication Law		Marketing Communication & Measuring	Human Resource Management
History of Art	Introduction to Statistics		Media Planning	Communication Ethics
Information Technology I	Information Technology II		Mass Communication Systems	Advertisement
English and Composition I	English and Composition II		Ataturk's Principles	Seminar IV
Seminar I	Seminar II		Elective Courses	Ataturk's Principles
Turkish I	Turkish II		Training II (15 working days)	
	Training I (30 working days)			

At Yeditepe University public relations and publicity, undergraduate and graduate degree is available.

Table 4.52 Public relations and publicity undergraduate program of Yeditepe University

I. Year	I. Year		II. Year	II. Year
Fall Term	Spring Term		Fall Term	Spring Term
Introduction to Communication	Introduction to Mass Communication		Research Methodologies & Data Analysis	Media Analysis
Sociology	Internet & Multimedia		Introduction to Psychology	Social Psychology
Turkish Language and Literature (I)	Turkish Language and Literature (II)		Creative Writing (I)	Creative Writing (II)
Introduction to Law	Turkish Administration		Introduction to Public Relations	Practices of PR and Advertising
English for Communication	English for Mass Communication		Introduction to Advertising	Marketing Communication
Humanities	Humanities		Economics	

III. Year	III. Year		IV. Year	IV. Year
Fall Term	Spring Term		Fall Term	Spring Term
Public Opinion	Intercultural Communication		Theories of Mass Communication	Advanced Studies in Advertising and PR
Case Studies in PR and Advertising	Communication Law		Management of Strategies and Campaigns in PR and Advertising	Political Campaigning and Films
Consumer Behavior	Advanced Promotional Writing		Semiotics for Advertising	Project for Graduation
Design in Computer for PR	Corporate Public Relations		Advertising Campaigns	
Atatürk's Principles I	Atatürk's Principles II			
Field Elective	Departmental Elective		Field Elective	Free Elective
Free Elective	Free Elective		Departmental Elective	Departmental Elective
Democracy in Global Society	Contemporary Turkish Literature (II)			Departmental Elective
Contemporary Turkish Literature (I)	Current Political Issues		Popular Culture and the Media	Political Communication
Communication Ethics	Production Techniques in Advertising		Art as Communication	Fund Raising for Institutional Development
The World of Mass Communication	Special Topics in Advertising and PR		PR Lab	Advertising Strategies
Society, Culture & Communication in 21. century	Work Psychology		Public Relations in Non-profit Settings	Communication for PR
	Public Relations and Media Relations		Simulation in PR	
	Managerial Communication		Human Relations	
	Interactive Advertising		Interpersonal Communication	

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Table 4.53 Public relations and publicity graduate program of Yeditepe University

I.Year	I.Year	II. Year	II. Year
Introduction to Communication Studies	Multimedia Development Lab for PRP	Dissertation	Dissertation
History of Communication	Images and Image Analysis		
Principles of Public Relations	Public Affairs and Political Communication		
Principles of Advertising	Seminar in Intercultural Communication		
Principles of Marketing Communications	Integrated Marketing Communication		
Creative Writing	Interactive Marketing Communication		
Writing for Media Professionals	Advertising Copywriting and Design		
Creative Promotional Writing	Public Opinion and Public Policy		
Communication Research and Program Evaluation	Special Topics in Communication Studies		
Case studies in Public Relations	PR Campaigns		
Special Topics in Public Relations	Advertising Campaigns		
Computer Publishing for PRP	Advertising Strategies		
Video production for PR Campaigns	Communication Ethics		
Global Public Relations and Publicity	Seminar in Communication Theory		
Designing Interactive Communication in PR	Master's Thesis		

5. FINDINGS OF EUPRERA PR COURSE SURVEY AND COMPARISONS WITH TURKEY

5.1. Austria

The profession of expert in public relations requires a broad background. The basis of this knowledge can be found within the communicative scope. Besides mere technical knowledge public relations education should also offer an ethical, economic and legal basis, as well as a management and strategic basis.

Taking this into consideration, public relations education in Austria has chiefly become a university education, no longer comparable with the former "on the job"-education . (http://www.euprera.org/surveyfolder/cerp4/Austria/Austria.htm)

At Universität Wien,Institut für Publizistik und Kommunikationswissenschaft – IPKW Master of Advanced Studies (Public Relations) – MAS graduate program is available (Postgradualer Universitätslehrgang für Öffentlichkeitsarbeit) .

Table 5.1. Public Relations (MAS) graduate program of Wien University

I.Year	I.Year		II. Year	II. Year
Fall Term	Spring Term		Fall Term	Spring Term
Introduction to economic theory	Introduction to business economics		Organization of public relations I	Organization of PR II
State and law	Media law		Advertising	Labor law
Introduction to communication science	English for Communications		Copy right and competition law	Media
Theories and models of communication science	Market and opinion research		Marketing	Corporate Communications
Psychological basis of PR	New Media		Conception	Case studies concerning PR
Basics of public relations	Sociological basis of PR		Corporate Identity	Specific fields of PR
Basics of journalistic work: print media	Tasks and fields of activity of PR		Internal Communications	Practice simulation
Weekend-workshop: job requirements and job profiles of PR	Techniques of public relations		Weekend-workshop: conversation techniques and presentation	Weekend-workshop: conference techniques and rhetoric
	Repetitional workshop			Creativity

At University of Salzburg ,Department of Communication Public Relations and Organisational Communication Area, MAS graduate program is available.

Table 5.2. Public Relations (MAS) graduate program of Salzburg University

I. Year	II Year
Introduction to communication science and research	Introduction to public relations
History of the media and communications	Corporate communication
Communication theories	Practicum public relations
Methodology of communication research	Specialized program areas of public relations: e.g. media relations, investor relations, community relations, crisis communication, employee communication etc
Media and communication professions	Public relations techniques
Interpersonal communication	Public relations theory
International and intercultural communication	Public relations research: evaluation of public relations
Journalism and the print media	International public relations
Electronic media; AV media	Marketing; advertising; basics of business administration
Film	Field trip
Media education	Internship in a public relations department or a public relations agency
Public opinion research, market research, and audience research	M.A. thesis on a public relations-related topic
New information and communication technologies; online-communication	
Sociological aspects of communications	
Mass communication law and regulations	
Labour law of mass communication	
Media and communication policy	

When looked at the graduate programmes in Turkey and Austria, it is seen that there are 142 different courses in Turkey and 64 in Austria. There are 10 common courses in these two countries. These common courses "Advertising", "Basic concepts in PR", " Case Studies in PR", "International PR", "Methods of Communication Research", Theories of Communication", "Marketing", "Introduction to Communication", "Creativity", "Principles of PR"(see appendix A2 and A3).

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5.2. Belgium

At the Belgian universities, public relations appears nowhere on any final diploma - as is also the case in most European countries- but it exclusively consists of one or more courses (optional or not), especially within a licentiate in communication science, (http://www.euprera.org/surveyfolder/cerp4/Belgium/Belgium.htm.) so Belgium was not included in the research.

5.3. England

Public relations education in Great Britain is -like in many other European countries- in full expansion. Therefore, it is at present rather difficult to come to real lines of force.It is now possible to study for a degree in public relations on similar lines to other professions.A postgraduate degree in public relations (MA or MSc) can be taken at the University of Stirling in Scotland, Leeds Metropolitan University and Manchester Metropolitan University in full, part time or distance learning modes. Other postgraduate courses include Leeds Metropolitan University's Advanced Professional Diploma in Public Relations for practitioners in the public sector and its Advanced Professional Diploma in Public Relations Consultancy Management developed for the PRCA (http://www.euprera.org/surveyfolder/cerp4/England/England.htm)

At University of Stirling, Scotland, master degree (MSC in public relations) is available.

Table 5.3. Public relations graduate program of Stirling University

Autumn Semester	Inter-Semester		Spring Semester	Summer Semester
Public Relations : Concepts and Cases	Work placement (optional)		Public Relations Management	Dissertation
Research & Evaluation (Qualitative)			Research and Evaluation (Qualitative	
Media Practice : Print			Public, Health & Scientific Communication	
Media Practice : Broadcast			And one objective from	
			Political Communication	
			Marketing, Culture & Society	

At University of Stirling, Scotland, master degree in public relations (distance learning program) is available.

Table 5.4 Public relations graduate(distance learning) program of Stirling University

I.Year	II.Year		III. Year
Public Relations Theory & Practice	Business Ethics		Dissertation
Consumer & Industrial Public Relations	Political & Public Affairs		
Communication Theory & Practice	Public Relations & Management		
Corporate & Financial Public Relations	Research Methods		
Residential Week	Residential Week		

At Manchester Metropolitan University, master degree (MA in public relations) is available.

Table 5.5 Public relations graduate program of Manchester Metropolitan University.

First Term	Second Term	Third Term	Fourth Term
Business and organizational environment	Corporate and financial public relations	Strategic communications management & campaign Planning	Dissertation Research and Submission
Public relations theory and practice	Government public affairs and public relations in NPOs	Research methods and Dissertation Unit	
The marketing environment	Working with the media & media experience		
Communications theory and practice	Design and editorial management		
Writing Skills	Marketing Communications		

At Leeds Metropolitan University, master degree (MA in public relations) is available.

Table 5.6 Public relations graduate program of Leeds Metropolitan University.

First Term (October – January)	Second Term (February – June)		Third Term (July – September)	Fourth Term(October January)
Contemporary and comparative European	Language*		12-week industrial placement or	Dissertation (October January)
history and politics	Research and evaluation methods of Public Relations		dissertation research and preparation	
Analysis of Cultural Diversity	Public Relations practice			
Law and institutions of the European Community	Corporate and specialist public relations			
Media structures and systems	Communication as a management function			
Trends and perspectives in Public Relations	Economics and community structures			
Research Methods of Public Relations	Public Relations specific for non-native speakers			
Government affairs and lobbying in the	Foreign for native speakers e.g. German			
European context				
Language*				

When looked at the graduate (MA) programmes in Turkey and England there are 142 different courses in Turkey and 43 in England. There are three common courses "Communication Theory and Practice", "Political Communication" and "Public Relations Management". (See appendix A2 and A5)

Four colleges of higher education offer bachelor degrees (BA): Bournemouth University, Leeds Metropolitan University [Business School], The College of St. Mark and St. John and the University of Central Lancashire. Bournemouth and Leeds Metropolitan Universities have a four years' full-time course of which the third year is on placement. Leeds Metropolitan University offers the only dedicated undergraduate public relations degree with languages, the BA in Public Relations with a European Language. Leeds Metropolitan University and The College of St Mark and St John, Plymouth offers a three years' full-time course.

At Bournemouth University public relations undergraduate program is available

Table 5.7 Public relations undergraduate program of Bournemouth University

I. Year	II. Year		III. Year	IV. Year
Public Relations: Theory and Practice	Public Relations Programmes		The Supervised Work Experience of forty weeks minimum	Issues Management and Social Responsibility
Political and Economic Analysis	Public Relations Environments			Organizations: Behavior and Communication
Marketing: Principles and Practice	Business Context: Commercial and Media Law (half unit			Public Affairs (option)
Media and Society	Business Context: Finance (half unit)			Marketing PR (option)
Applied Research Methods	Communication in Groups			International Public Relations (option)
Writing: Foundation Skills	Persuasion and Influence			Advertising (option)
	Written and Visual Communications			Strategic Management and Organization (option)
				Investor Relations (option)
				Digital Media Environment (option)

At Leeds Metropolitan University public relations and public relations with European language undergraduate program is available.

Table 5.8 Public relations undergraduate program of Leeds Metropolitan University

I. Year	II. Year	Optional Sandwich Year	III. Year
Introduction to Organizational Behavior	Marketing for Public Relations	Students can choose	Dissertation
Business Environment	PR Planning & Management	to either continue with semesters 5 and 6	Corporate Relations
Public Relations Information Technology	Organizations, Analysis and Policy	or to look for a year's paid placement work with a PR consultancy or in-house department	Contemporary Strategic Issues
Introduction to Public Relations Theory and Practice	Politics, Philosophy & Psychology		Specialist Public Relations
Mass Communication	Public Relations Practice 2		Public Relations Practice 3

Table 5.9 Public relations with European language undergraduate program of Leeds Metropolitan University

I.Year	II.Year	-	Optional Sandwich Year	III. Year
Public Relations Information Technology	Marketing for Public Relations		Students can choose to either continue with semesters 5 and 6	Dissertation
Principles of Business	PR Planning & Management			Contemporary Strategic Issues
Introduction to Public Relations Theory and Practice	Language (French, German or Spanish		or to look for a year's paid placement work with a PR consultancy or in-house department	Language (French, German or Spanish
Business Accounts				Public Relations Practice 3
Language (French, German or Spanish)	During semester 4 students go on a compulsory exchange to a European University			Specialist Public Relations
Mass Communication	Public Relations Practice 2			

At University Of Central Lancashire public relations undergraduate program is available.

Table 5.11 Public relations undergraduate program of Central Lancashire University

I.Year	II.Year	-	III. Year
Public Relations in Society	Strategic Campaign Planning		Editorial and Design Management
Writing Skills	Media Relations and Event Management		Managing Corporate Reputation
Introduction to Communication	Attitude Persuasion and Influence		Public Affairs
Management Theory	Management and Strategic Communication		Professional Consultancy Practice
Introduction to Business	Work Placement		Dissertation
			Specialist PR
			Multicultural PR

At College of S.T. Mark and S.T. John public relations undergraduate program is available.

Table 5.10 Public relations undergraduate program of College of S.T. Mark and S.T. John.

I.Year	Foundation Level		Advanced Level (year 2 & 3)
Level 1	An Introduction to Public Relations		Corporate Communications
Basic theory of sociology	Public Relations Techniques		The Ethics of Public Relations
Basic theory of Psychology	Information Technology for Public Relations		Research Methods for Public Relations
Design Skills	Journalism & Writing Skills		Radio Journalism and Media Skills
Printing			Learning Public Relations from experience
Media			Public Relations in Practice
Desk top Publishing			Management, Theory & Practice
Photography			Marketing & Public Relations
Employee Relations			Public Relations Strategy &Planning*
Level 2			Dissertation is written in the third year
the study of public relations in the public, private and voluntary sectors			
Level 3			
A Major Project			
National and International Government			
Lobbying			
Financial Affairs			

When looked at the undergraduate programmes in Turkey and England there are 458 different courses in Turkey and 64 in England. There are 19 common courses; "Advertising", "Introduction to Public Relations", "Corporate Communication", "Desktop Publishing", "International Public Relations", "Organizational Behavior", "Introduction to Public relations Theory and Practice", " Language (German-French)", "Lobbying", "Marketing and Public Relations", "Marketing: Principles and Practices", "Public Relations Practices", "Public Relations Techniques", "Public Relations: Theory and Practice", Research Method for Public Relations" and "The Ethics of Public Relations" (see appendix A1 and A4)

5.4 Denmark

In Denmark, public relations as an academic study can only be found at the University of Roskilde. It is a 5 years' program (Internship and thesis included), corresponding to most other university level programmes in Denmark The study of public relations leads to a full academic degree in the subject. The education consists of 11 modules, the total length being 5 years. This program in public relations at the University of Roskilde offers a Master's degree in public relations. It has close ties with the Public Relations Society / Communication Society of Denmark (http://www.euprera.org/surveyfolder/cerp4/Denmark/Denmark.htm). As the education system in Denmark is different than Turkey and there is no equivalent degree in Turkey, Denmark is not included in the research.

5.5 Finland

There is no public relations department in Finland so this country is not included in the research.

5.6 France

Public relations education in France is very complex because of the structure of education in general. In France public relations education is actually subdivided in three categories: university programmes with two or three cycles of two years of study, the I.U.T.'s (Instituts Universitaires de Technologie) taking up two years of study and finally courses offered by a few private institutions. At universities preferred "Communication departments" instead of "public relations departments". Generally public relations departments are come across at Instituts Universitaires de Technologie. At Institut Supšrieur D'enseignement Des Relations Publiques – Iserp public relations licience degree is available.

Table 5.12 License curriculum of Institut Supšrieur D'enseignement Des Relations Publiques - Iserp

I.Year	II. Year	III. Year	IV. Year
General education	General education	General education	Law
Elements of civilization and history of institutions	Great problems of the contemporary world	Geopolitics III	European institutions and corporate legislation
History of the press	History of institutions and elements of civilization	Law	Oral expression
French institutions	Geopolitics II	Law (Business and work)	Oral communication
Geopolitics I	Law	Business legislation	Living languages
Law (administrative)	Legal aspects and media techniques	Oral expression	English
Legislation of information	Business legislation	Oral communication	German or Spanish (option)
Economics	Economics	Living languages	Public relations
Initiation into economics	Corporate knowledge	English	Internal communication
Written expression	Written and oral expression	German or Spanish (option)	Press releases and files
Syntaxis and semantics	Oral expression through the theatre	Psychology	Case studies
Living languages	Syntaxis and semantics	Psychology and communication	Practical exercises and jury of consultancies
English	Corporate studies	Advertising	History of the audiovisual
Living language II (German, Spanish)	Computer studies-guided works	Initiation into advertising	Projects and firms (option)
Public relations	Living languages	Marketing	Report of the internship
Analysis of topicalities	English	Initiation into marketing	Public relations and administration
Knowledge of the press	German II or Spanish II	Public relations	Research seminars
Ethics and deontology of public relations	Public relations	Press releases and files	Corporate strategy
History of public relations and contemporary social facts	Ethics and deontology of public relations (E.D.)	Conferences	Accounts communication, economic and financial communication
Corporate identity and image	History of public relations and contemporary social facts	Ethics and deontology of public relations (E.D.)	Optional seminars
Public groups and media	Projects and firms	Practical exercises	International communication (option)
Sociology	Thematic research	Personnel function	Marketing (option)
Initiation into sociology	Press relations	History of public relations and contemporary social facts	Sociology
	Seminar on personal relations in the field of internal communication	Audiovisual tools within communication strategies	Sociology of the media
	Expression techniques	Professional practice	Internship
	Sociology	Projects and firms	Practical internships in a firm (3 months at least).
	Communication and society	Master's research	Final dissertation of the level Bac +4
	Theory and methods of social sciences	Seminar on personnel relations in the field of internal communication	
	Computer studies	Sociology	
		Survey methods	
		Psycho-sociology	
		Theory and practice of negotiations : crisis situation	
		Internship	
		Practical internship in a company (at least 3 months).	

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Instituté Supšrieur Communication Et Publicitš, with institutes in Paris, Lille, Strasbourg and Lyon, offers a three years' education in communication and advertising. In the two first years (first cycle) students can choose between four sections : COMAP (Communication and Advertising), ACO (Commercial studies), ASCOM (Communication Assistant) and JANICOM (Journalism and Communication). The two former courses lead to a BTS certificate, the two latter to specific ISCOM certificate.

All graduates from the first cycle can enter any of the specialization sections of the second cycle. Students who successfully finish their third year are granted a CESS certificate. This survey restricts itself to COMAP, ASCOM and JANICOM for the first cycle and REP (Public Relations and Press Relations), COMEN (Corporate Communication) and COMAL (Global Communication) for the second cycle. The second year of the second cycle leads to a Master's degree in Global Communication.

Table 5.13 Institut Supšrieur De Communication Et Publicitš - Iscom

I.Year	II.Year	III. Year
Communication and general education	Commercial and advertising studies	Public relations and press relations
Psychosociology as applied to advertising	Management tools	Internal communication
Communication techniques	Techniques of advertising, graphic and audiovisual production	Event public relations, sponsoring, patronage
Written, oral and visual techniques of expression; creativity	Strategy and means of advertising communication	Law
The professional world and environment	Communication and marketing	Option : Local Communities
Legal and economic dimension	Targets and objectives	Political sciences
The professional language and the social and cultural environment	Strategy and aids	Organization of local communities
	Professional work and advertising campaigns	Case studies about the communication of local communities
	Negotiation	Option : Promotion and Incentive
	Actual advertising campaigns	Promotion
	Analysis	Incentive
	Strategy research	Option : Computer-assisted Edition and Publication
	Team work	Making up
		Production
		Practice

When looked at the undergraduate programmes in Turkey and France there are 458 different courses in Turkey and 72 in France. There are 13 common courses; "Marketing and Communication", "Communication and Society", "Computer", "English", "Ethics (deontology) of Public Relations", "German", "Initiation (introduction to) into Advertising", "Initiation (introduction to) into Economics", "Initiation (introduction to) into Marketing", "Initiation (introduction to) into Sociology", "Internship" and "Sociology" (see appendix A1 and A6).

5.7 Germany

At Fachbereich Politik- und Sozialwissenschaften, Institut für Publizistik und, Kommunikationspolitik, Studienschwerpunkt Öffentlichkeitsarbeit, public relations education is available but the ciruculum is indicated which exists in below(http://www.euprera.org/surveyfolder/cerp4/Germany/Germany.html). So ciruuculums can not be compared

With regard to the magister examination, public relations can be studied as a major or as a minor subject and it can, in principle, be combined with all the main and minor subjects from the package of subjects of the magister examination.The study of public relations can be chosen by graduates with a master's degree or diploma of another study as a supplementary study in view of the magister examination,Moreover, public relations can be chosen as an optional/subsidiary subject in the diploma disciplines according to the regulations that apply there.

General contents are; Journalism, Public relations, Empirical communication and media research and social science research methods, Communication theory and semiotics, History of public communication, Economics and techniques of mass communication, Culture theory and analysis, Communication policy and media law

Generalities of the media and communication studies course with the public relations focus (main subject/postgraduate course)

1. The basic course of studies (at least 4 semesters/2 semesters) allows for settling in the general issues and research subjects of mass communication and communication science. Moreover, it offers knowledge in the field of the required work methods and other resources.

2. The advanced course of studies aims at extending and deepening the knowledge acquired in the basic course of studies as well as at specializing in a practical professional ("berufspraktischen") or academic area.

Public Relations Study Focus

The study focus public relations prepares for activities in public relations. The curriculum combines academic and practical education as well as theoretical, empirical-analytical and practical perspectives.

The major public relations seminar (ÑSeminar Öffentlichkeitsarbeit") The project seminars ("Projektseminare") In practical seminars ("Praxisseminaren"),

Students in the public relations focus must attend at least the major public relations seminar, two project seminars and three practical seminars. One of the latter may be a practical seminar in the study focus of journalism.

At Universität Leipzig, Institut für Kommunikations- und Medienwissenschaften Studienschwerpunkt Öffentlichkeitsarbeit und erster Lehrstuhl Öffentlichkeitsarbeit ("Public relations study focus and first German chair in public relations ") postgraduate programs is available and every year about 35-40 M.A.-theses (Magisterarbeiten) with PR topics are written and one or two doctoral examinations including dissertations with PR-topics are prepared and concluded

When we looked at graduate programmes in Turkey and Germany, it is seen that there are 142 different courses in Turkey and 42 in Germany. There are 4 common courses in these two countries. These common courses are "Advertising", "Corporate Communication", "Global PR" and "International PR".

Table 5.14 Postgraduate program of Universität Leipzig

I/II.Year	III/IV.Year
Theory and Practice of Public Relations: An Introduction (lecture)	Training in Communication I and II (seminar)
Advertising: An Introduction (lecture)	PR-evaluation (seminar)
Public Relations in Germany (seminar)	Theories of PR (seminar)
Press and Media Relations (seminar)	Political Public Relations (seminar)
Instruments of PR (seminar)	PR and journalism (seminar)
Online-PR (seminar)	Strategic Public Relations I and II (seminar
History of Public Relations (seminar)	Global PR
International PR (Seminar)	Community Relations
	Environmental PR
	Issues Management
	Crises-PR
	Corporate Communications
	Trade Fair PR
	PR and Marketing
	Product PR
	Persuasive Communication
	Propaganda

At Freie Universität Berlin, "European Master's Degree in Public Relations (Communication Management) program is available

Table 5.15 Public relations cirruculum of Freie Universität Berlin

October - December: University of Vienna	1. January - March: Internship	April - July: Free University of Berlin
1. Language		1. Languages
2. Public Relations (communication management)		2. Public relations (communication management)
Public Relations research methods		Comparative survey of public relations
Mediastructure and systems		Theoretical perspectives and strategies of public relations
Theoretical perspectives and strategies of public relations		
Evaluation theory and practice		Evaluation theory and practice
		Corporate public relations and crisis communication
Corporate public relations and crisis communication		Ethic and public relations
Financial public relations		Practical courses
Practical courses		3. Europe
3. Europe		Economic and social structures
Human resources and labour relations		Contemporary and comparative European history and policy
		European Union
		Analysis of cultural diversit

5.8 Greece

At Tei of Western Macedonia, Kastoria Campus, Public Relations and Communication Department is available.

Table 5.16 Public Relations and Communication Department of At Tei of Western Macedonia University.

I.Year	I.Year	II. Year	II. Year
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Principles of Economics	Principles of Marketing	Public Relations	Marketing of Mass Media
Quantitative Methods	Use of Specialized Software	Political Communication	Public Opinion, Culture, Communication
Introduction to Computers	Political Sociology	History of European Civilization	Institutions and Policies of the European Union
Principles of Communication	Social Psychology	Advertising	Strategies of Public Relations
Principles of Law	Internal Communications	Economics of Communication	International Relations
Principles of Management	Survey Research and Interview Skills	International Communication	Transnational Organizations
III.Year	**III.Year**	**IV. Year**	**IV. Year**
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Publicity and Media Organizations	Applied Public Relations	Communication Policy	Practical Training [five days a week, six months]
Media Law	New Technologies in Communications	Communication Planning	Dissertation
Public Opinion Polls	English Terminology II	Multimedia Productions	
Management of Communication Crises	French, German, Italian or Russian Terminology II	Final Year Seminar	
English Terminology I	**Elective courses**		
French, German, Italian or Russian Terminology		**Elective courses**	
	Company Identity and Image	Mass Media and Greek Society	
	Mass Media in the European Union	Integrated Communication of the Public Relations	
	Sponsoring	Public Relations in Tourism	
	Intercultural Communications	Financial Public Relations	

When we looked at the undergraduate programmes in Turkey and Greece, it is seen that there are 458 different courses in Turkey and 40 in Greece. There are 12 common courses in these countries. These common courses are "Economics", "Advertising", "International Communication", "New Technologies in Communications", "Political Communications", "Training", "Principles of Law", "Principles of Management", "Principles of Marketing", "Public Relations", "Social Psychology". (See appendix A1 and A8)

5.9 Sweden

Public relations is incorporated within another discipline such as media and mass communication at the Swedish universities and university colleges of higher education. So Sweden is not included in the research.

5.10 Luxemburg

There is no research about Luxemburg in EUPRERA. So Luxemburg is not included in this research.

5.11 Spain

Public Relations in Spain appears linked with advertising from 1993 when started a "Licenciatura en Publicidad y Relaciones P™blicas". From 1993 the Spanish universities are developing three new degrees at the Faculties of Information Sciences or Communication Sciences, also two of these degrees are offered in other Faculties: Social Sciences, etc. The three degrees are :Licenciado en Periodismo, Licenciado en ComunicaciÛn Audiovisual and Licenciado en Publicidad y Relaciones p™blicas

When we looked at the undergraduate programmes in Turkey and Spain, it is seen that there are 458 different courses in Turkey and 138 in Spain. There are 15 common courses in these two countries. These common courses are "Advertising Creativity", "Advertising Design", Communication Theories", "Creativity in Advertising", " Production in Advertising", "Psychology: Introduction", " Semiotics in Mass Communication", "Sociology", "Statistics", "General Economics", "Introduction to Economics", "Introduction to Economics", "Introduction to Publicity and Public Relations" (see appendix A1 and A9).

When we looked at graduate programmes in Turkey and Spain, it is seen that there are 142 different courses in Turkey and 60 in Spain. There are 4 common courses in these two countires. These common courses are "Ethics of Mass Communication", "Marketing", "Mass Communication Theories", "Public Relations: Practice" (see appendix A2 and A10)

At University of Alicante Faculty of Economics And Business Administration, a degree advertising and public relations programm, a four year, is available.

Table 5.17 advertising and public relations programm of Alicante University

I. Year	II. Year	III. Year	II. Year
Global communication	Introduction to Marketing	Production of advertising texts	Advertising design
Deontology of Advertising and Public Relations	Advertising language	Corporative image	Applied audiovisual narrative
Advertising law	Semiotics of mass communication	Image and advertising	Practicum
Contemporary world history	Qualitative techniques of social research	Semiotics of advertising	Production in written media
Introduction to Economics	Text analysis	Sociolinguistics	Production in audio media
Sociology	Technical Spanish	Sociology of mass communication	Introduction to advertising research
Social research techniques	Descriptive statistics for advertising	Advertising creativity	Systems and processes in advertising and Public Relations
Analysis and expression in written communication and information	Advertising history	Strategy, production and writing of advertising messages	Theory and techniques of Public Relations I
Psychosocial bases of communication	Contemporary artistic movements	Social influence	Theory and techniques of Public Relations II
Contemporary world history I	Technical Catalan language		Optional subjects :
General history of social communication	Analysis and communicative expression and audiovisual information		Political behavior
Introduction to advertising	Communication and audiovisual information		Political communication and advertising
Catalan language	Informative documentation		Consumer behaviour and commercial management
Spanish language	Social structure		Advertising posters
	Introduction to Public Relations		Market research
	Catalan language II		Political and electoral marketing
	Spanish language II		Organization and management of Press office
			Sponsoring and patronage
			Sociology of consumption

At Universidad Autonoma De Barcelona - Facultad De Ciencias De La Comunicacion Study Programme of advertising and public relations is available.

Table 5.18 Advertising and public relations program of Universidad Autonoma De Barcelona

I.Year	I.Year	II. Year	II. Year
Fall Term	**Spring Term**	Informative documents	Mass communication: research methods and techniques
Editing: theory and practice	Audiovisual means: editing and expression	Cinematography: introduction to theory and technique	History of advertising and public relations
Oral standard of the Catalan language	Press: design, visual layout and technology	Photography: theory and technique	Psychology: introduction
Advertising and public relations: theory and structure	Communication theories I	Applied statistics in advertising research	
Contemporary history	General history of communication		
Oral Spanish	Written standard of the Catalan language		
Contemporary aesthetic and advertising trends	Spanish I		
Contemporary economics: introduction	Creativity in advertising: introduction		
	Applied corporate economics		
III.Year	**III.Year**	**IV. Year**	**IV. Year**
Fall Term	**Spring Term**	**Fall Term**	**Spring Term**
Creative techniques and developments	Public relations: programming and techniques	Creative strategy	**Elective Courses**
Advertising media: introduction to research	Advertising message: strategy, image and lay out	Advertising themes	Consumer theory
Audiovisual technology in advertising	History of social communication in Catalonia	Structure of advertising activity in Catalonia	Analytical techniques
Consumer sociology	Advertising media: strategy and planning	Structure of public relations activity in Catalonia	Economics in Spain and in Catalonia
Production and graphic design in advertising	Strategic and coorporate marketing	Advertising and the consumer: research methods	Cost accounting
	Mass communication: research methods and techniques II	Technology of audiovisual means in advertising (film and television)	Corporate communication: systems and kinds
		Elective Courses	Communication semiotics
		Mass communication: structure	Advertising and public relations in Catalan: linguistic aids
		Perceptive psychology	Creativity in advertising: practice
		Computer documents and televised documents	Propaganda and institutional advertising
		Editing in Catalan	Communication management in private and state-owned companies
		Marketing: information systems	
		Planning in the advertsing media: mathematic models	
		Political communication	

At Universidad Complutense De Madrid undergraduate public relations program is availbale.

Table 5.19 Public relations program of Universidad Complutense De Madrid

I.Year	II. Year		III. Year	IV. Year
Contemporary history	Contemporary Spanish history		Universal contemporary history	Advertising and public relations legislation
Introduction to linguistic theory and structure	General and differential psychology		Sociology	Statistics
Introduction to economics	Structures in advertising and public relations		Professional and ethical deontology	Applied market techniques
Theory of the social community	Media technology		Market techniques	Creativity in advertising and public relations II
Contemporary artistic movements	Introduction to legal science		Strategies of advertising and public relations	Theory and techniques of public relations I
Theory and history of advertising and public relations	Language of advertising and public relations		Creativity in advertising and public relations I	
V.Year				
Documentation				
Applied psychology and research methods				
Advertising and public relations agencies				
Theory and techniques of public relations II				
History and theory of the public right to information				

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At University of Barcelona, (Escuela Superior De Relaciones Publicas) graduate in public relations and communication in the organizations is availbale.

Table 5.20 Public relations and communication graduate program of Barcelona University

I.Year	II.Year	III. Year
Contemporary social and cultural trends	General and corporate economics	Social communication media
General and social psychology	Public and private legislation	Graphic expression: theory and practice
Public opinion: sociology and theory	Information and communication : history and theory	Marketing and advertising
Theory, history and ethics of public relations	Public relations: programming and techniques	Social behaviour and dynamics of groups
Oral and written communication: theory and practice	Political and administrative organizational systems	Public relations in specialized sectors
Communication and public relations: documentation techniques	Public relations: Practice II: means and methods	Public Relations: Practice III: strategies and campaigns
Sociological research techniques		**Elective Courses**
Public relations: practice		Mathematic research models applied to public relations
		New technologies applied to communication and public relations
		Protocol in state-owned and private organizations: theory and technique
		History of public relations in the USA
		Computer technology as applied to public relations
		Training of library users
		Communication and public relations accounting

At University of Girona, public relations and communication, graduate program is available.

Table 5.21 Public relations and communication, graduate program of Girona University

I.Year	II.Year	III. Year
News analysis	Public relations techniques	Corporate image audit
Writing skills	Marketing	Documentation
Information theory	Theory and structure of advertising	Public opinion
Theory and structure of communication and public relations	General and social psychology	Communication law
Economics	Research methods	Public relations strategies
Journalistic writing	Production of audiovisual materials	**Elective Courses**
Public relations' methodology		Sectorial public relations
		Public relations counseling
		Advertising agencies
		Ethics of mass communication
		Mass communication theories
		Conflict management
		New trends in public relations research
		Protocol and social etiquette
		Tourism communication
		Issues management
		On-line communication management
		Crisis communication (advanced)
		Financial public relations (advanced)
		Media relations (advanced)
		Internal public relations (advanced)

At the Catholic University Of San Antonio publicity and public relations undergraduate program is available.

Table 5.22 Public relations and publicity undergraduate curriculum of Catholic University of San Antonio

I.Year	II. Year	III. Year	IV. Year
Theory of Communication and Information.	Audiovisual Communication	Advertising Creativity	Advertising Systems and Methods
Introduction to Publicity and Public Relations	Spanish Language	Planning of Advertising Means	The Theory and Technique of Public Relations
Written Communication	Informative Documentation	Professional Ethics and Deontology.	Protocol and Institutional Relations
Theology and Social Doctrine of the Church.	Political Structures.	Info graphic Editing and Design	Public Opinion.
History of Contemporary Movements.	Contemporary Literature	Marketing Channels and Networks	The Strategies of Public Relations
General Economics.	The Art of Reporting	Advertising Law	Final Project.
History and Systems of Communication.	Introduction to Journalistic Design	English for Publicists.	
Basics of Computer Science	Contemporary, Artistic Movements	Optional Subject	
	Research Effects and Techniques		

5.12 Portugal

In Portugal, Public Relations and Communication Management are young fields of concern. However, the awareness of its relevance in contemporary world has increased and it is reflected by the use of the term "Communication", which absorbs the fields of mass media, advertising and corporate communications. That's why the number of higher education institutions teaching Public Relations or Communication Science increased. (http://www.euprera.org/surveyfolder/cerp4/Portugal/Portugal.htm)

At Instituto Politécnico De Lisboa, liceience in business communication and public relations is available.

Table 5.23 Business communication and public relations cirruculum of Politécnico De Lisboa

I.Year	II.Year	III. Year	IV. Year
Contemporary History	Semiology	Semiotics of Text and Image	Epistemology
Communication Theory	Marketing	Organizational Communication Laboratory II	Research Applied to Communication
Social Analysis	Research Models, Methods and Techniques	Advertising Campaigns	Strategic Management
Quantitative Methods	Organizational Communication Laboratory I	Organizational Behavior	Projects Planning and M management
Psychology of Interpersonal Relationships	Media Relations I (Journalism)	Economical Analysis	Law
Theory and History of Advertising	Quantitative Methods II	Management	Consumer Behavior
Theory and Techniques of Public Relations	Creativity Methods and Techniques	Creativity Applied to Communication	International Relations
	Sociology of Organizations	Protocol - Audiovisuals Laboratory	Political Sociology
	Graphical Communications	Media Sociology	Communication Atelier
	Media Relations II		

At Instituto Superior De Novas Profissões, license in public relations and advertising is available.

Table 5.24 Public relations and advertising curriculum of Superior De Novas

I.Year	II.Year	III. Year	IV. Year
Public Relations I	Public Relations II	Public Relations III	Psychosociological Strategies of Institutions
Techniques of Oral and Written Communication	History of Social and Political Theories	Content Analysis	Semiology and Semiotics of Advertising
Advertising I	Sociology of Information	Consumer Theories	Human Communication
Informatics	Social Psychology	Marketing Research	Seminar
Sociology	Mass Communication	Advertising III	Copywriting and Visualizing
Economics	Marketing	Introduction to Law	Protocol
Applied Psychology	Advertising II	Graphic Arts	Personnel Management
Quantitative Methods I	Quantitative Methods II	English III (optional).	Business Administration
English I (optional).	English II (optional).		Advertising IV.

At Profissões Instituto Superior Da Maia license in public relations is available.

Table 5.25 public relations license program of Profissões Instituto Superior Da Maia

I.Year	II.Year		III. Year	IV. Year
Europe and the International Community (S)	Public Relations II (A)		Ethics and Deonthology of Public Relations (S)	Organisational Culture (S)
Introduction to Informatics (S)	Sociology of Information (S)		Public Relations Law (S)	Informatics Applied to Public Relations (S)
English I (A)	Management (S)		Human Resources Management (S)	Communication Techniques and Methods (S)
French I (A)	Social and Economical History (A)		Social Psychology (A)	Public Relations Planning and Management I (S)
Public Relations I (A)	Social Communication Theory and Social Investigation Techniques (A)		Systems Analysis of Communication Effectiveness (S)	Communication Practice I (S)
General Sociology (S)	Commercial and Administrative Techniques (S)		Advertising and Marketing (A)	Public Relations, Advertising and Marketing Theory (S)
Introduction to Economics (S)	English II (A)		Contemporary Culture (A)	Informatics Applied to Public Relations II (S)
Applied Psychology (A)	French II (A)		Contemporary Political Theories and Social Communication (A)	Public Relations Planning and Management (S)
The Information Revolution (A)			Training Period/ Seminar (	Communication Practice II (S)
Applied Statistics (A)				Thesis Seminar (A)

When we looked at the undergraduate programmes in Turkey and Portugal, it is seen that there are 458 different courses in Turkey and 83 in Portugal. There are 21 common courses in these two countries. These common courses are "Advertising Campaigns", "Advertising", Communication Theory", "Consumer Behavior", "Economics", "Sociology", "International Relations", "Introduction to Law", "introduction to Law", "Introduction to Economics", "Law", "Management", "Marketing", "Marketing Research", "Organizational Behavior", "Organizational Culture", "Public Relations", "Quantative Methods", "Semiology", "Social Psychology", "Sociology", "Theory and Techniques of Public Relations"(see appendix A1 and A11)

5.13 Italy

There is no public relations department in Finland so this country is not included in the research.

5.14 Netherlands

At present one can state that in the Netherlands public relations or public information can be studied at all levels: private courses, vocational studies and studies at university level. In fact a certain specialization is already recognizable. The universities for

Higher Professional Education focus at the concept of integrated communication management and so do some of the academic programmes. But universities are not focus at "Public Relations Department". So Netherlands is not included this research.

5.15 Ireland

Ireland there are two approved courses in public relations(http://www.euprera.org/surveyfolder/cerp4/Ireland/Ireland.htm):

1. **Diploma in Public Relations**

   The Public Relations Institute of Ireland (PRII) is the managing and examining body for its National Diploma in Public Relations. It accredits the following colleges to prepare students for the Diploma:
   - Dun Laoghaire College of Further Education, Co. Dublin
   - The Fitzwilliam Institute, Co. Dublin
   - Rathmines Senior College, Dublin 6 br
   - Irish Academy of Public Relations, Co. Dublin
   - Ashfield College, Dublin 6w
   - Cork Institute of Technology, Cork

2. **Master of Arts Degree in Public Relations**
   - Dublin Institute of Technology (DIT), Dublin 2

At Dublin Institute of Technology MA program is available.

Table 5.26 Dublin Institute of Technology MA program of Public Relations

I.Year	II.Year		III. Year
Theory & Practice of Public Relations	Theory & Practice of Public Relations		Public Relations Research Dissertation
Planning Public Relations Programmes	Planning Public Relations Programmes		Work Experience
Public Relations Projects	Public Relations Projects		
Public Relations Writing	Public Relations Writing		
Management	The Marketing Environment		
Management Project	Communication Theory		
The Political Environment	Presentation Skills		
The Legal Environment	Presentation Skills Project (TV and Video)		
The Philosophical & Cultural Environment	Theories of communication		
Design & Print Project	Desktop Publishing Project		
Research Methodology			

When we looked at graduate programmes in Turkey and Ireland, it is seen that there are 142 different courses in Turkey and 18 in Ireland.. There are 6 common courses in these two countries. These common courses "Planning PR Programmes", "Management", "Mass Communication Theories", "Public Relations: Writing", "PR Projects", "Research Methodology" (see appendix A2 and A12).

6. CONCLUSION

The starting point of this study has been the need to explore and understand the public relations education both in Turkey and in Europe. This need emerged with the idea that since the European Union aims to be a single, unique body, in which the citizens, products, services and capital can circulate freely, a more homogeny structure is needed, with nearly all substructures in the same level of homogeneity. And education system is an important substructure of a country besides culture, language, etc...

There has been various findings of this research. First of all, an index of academic programmes of PR and Public Relations", "Public Relations and Publicity", "Public Relations and Advertising" departments of Turkish Universities is reached and is given in the text. Second the findings of EUPRERA research are re-evaluated according to the second research question of this study. And thirdly, insights about the similarities and differences in the PR education content are acquired, which will now help to draw conclusions.

The very first and important conclusion to be mentioned is the huge differences between the education systems, both among the EU member countries and between them and Turkey. In Europe, there are no countries, that give 3 years of undergraduate education in all fields, including communications and public relations. The durations of European undergraduate programmes in public relations vary as 2 , 3 and 4 years of education where as there are 2 years and 4 years education in Turkey. The most similar system to Turkey is the English system, in which the education duration is mostly 3 years, in nearly all fields. Shortly, there is no harmony neither in the Union, nor with Turkey by means of duration, which brings the difficulties in comparing the content of education.

A second conclusion is again about the differences, this time in the number of credits (or the number of courses to be taken) necessary to graduate. Turkish education requires a large number of courses or credits to graduate whereas European Union member countries offer a much smaller number. Also the number of core courses and elective courses change in a great deal. In Turkish education system, students have to take much more core courses

to graduate, then the European students. This leaves a small space for Turkish students to choose courses about their areas of interest.

The third and last conclusion concerning differences is the fact that there is a huge precipice in the content of public relations education among the EU member countries, and between them and Turkey. While 458 different courses are offered in the undergraduate programmes of Turkish Universities, in the graduate programmes 142 different courses are offered. In total only 3 courses are offered by all the universities included in this research. These courses are:

- Introduction to Public Relations

- Marketing

- Advertising

The only course offered in all graduate programmes both in EU member countries and Turkey is "Theories of Communication".

This research shows that the European Union has not yet formed an educational unity, although a total unity is desired. This is why to work on an adaptation program and process is in vain for Turkey. What to adapt is not clear and the best seems to be to wait until a unity is succeeded, if such a thing is reasonable. The best to work on is to establish unity first within Turkey. Second accreditations should be widened. Next may be to balance the systems by means of durations. Only after these steps may come the whole unity of education in Europe, including Turkey.

APPENDIX A1

UNDERGRADUATE COURSES IN TURKEY

Media Ethics	Introduction to Social Science
Political Communication and PR	Introduction to Theory and Methodology: Basic Concepts
Principles of Communication and Media	Introduction to Theory and Methodology: Popular Culture
Public Relations Campaigns	Introduction to Advertising
Academic Reading and Writing Skills	Justice of Idea
Advanced Image Techniques	Keyboard
Advanced Promotional Writing	Knowledge and Communication Technologies
Advanced Studies in Advertising and PR	Knowledge and Communication Law
Advertisement Planning and Management	Language
Advertisement Production for Radio and Television	Lay Out and Graphic Design
Advertising	Linguistics
Advertising and Copywriting	Lobbying
Advertising and Media Planning	Lobbying and Turkish Foreign Policies
Advertising and Music	Management and Marketing
Advertising and Publicity Campaigns	Management and Organization
Advertising Campaign Design	
Advertising Campaign Practices	Management of Strategies and Campaigns in PR and Advertising
Advertising Campaigns and PR	Management of Communication
Media Planning	Management Science
Advertising in TV	Management at PR and Advertising Agencies
Advertising Management	Marketing
Advertising Campaigns and Media Planning	Marketing and Media
Advertisement Production	Marketing Communication
and Management	Marketing Management
Aesthetics	Marketing Management and Communication
Agency-Customer Relationship	Marketing Management in Turkey
Analysis of Advertising	Marketing Public Relations
Analysis of Advertising Campaigns	Marketing Research
Applied Workshop in PR	Mass Communication Theories
Art and Design	Mass Communication and Politics

Art Sociology	Mass Communication Law
Art, Culture And Society	Mass Communication Media
Ataturk's Principles	Mass Communication Theories
Basic Art Education	Mass Media
Basic Concepts in News Writing Management	Mathematics
	Media & Politics
Basic Information Techniques	Media Analysis
Basic Research Techniques	Media and Culture Studies
Basic Technology Usage	Media and Politics
Behavioral Science	Media and Public Opinion
Behavioral Dimensions in PR	Media Economics and Programming
Behavioral Science	Media Ethics
Brand and Image Management	Media in Turkey
Brand Management	Media Planning
Business	Media Planning and Practices
Business Communication	Media Planning &Strategies in Advertising
Business English	Media Politics
Business Management	Media Sociology
Campaign Analysis	Media Technologies
Campaign Design in IMC	Methods and Techniques of Publicity
Campaign Design in PR	Modern Communication Technology
Campaigns of Advertising and Publicity	Motivation
Campaigns of PR	Multimedia Workshop
Case Studies in Advertising	New Communication Technologies
Case Studies in PR and Advertising	News Agencies
Cinema and Television	News Creating and Announcement
Cinema	News Gathering and Writing Techniques
Civil Society Corporations and Society	News Production and Media Relations
Communication and Ethics	Nonverbal Communication
Communication and	Opinion Rights
Modern Art	Organization and Management in PR Agencies
Communication and Media	Organization Theory
Communication and Persuasion	
Communication and Society	Organizational Behavior
Communication and Total Quality Management	Organizational Behavior and Public Relations

Communication Ethics	Organizational Communication
Communication in Organizations	Organizational Culture
Communication Law	Persuasion Theories
Communication Management	Persuasive Communication
Communication Management and Creativity	Philosophy
Communication Psychology	Phonetics & Diction
Communication Research	Photograph and Production Techniques in Advertising
Communication Science	Photograph Techniques in Advertising
Communication Skills	Photography
Communication Sociology	Photography Techniques
Communication Systems	Physical Education
Communication Technologies	Planning and Practicing in PR
Communication Theories	Planning in PR
Communications Ethics	Political Ideas
Computer	Political Campaigning and Films
Computer and Information Technology	Political Communication
Computer Applications in PR	Political Communication Campaigns
Computer Technologies	Political Organization and Constitutional Law
Computer Use in Graphic Design and Multimedia	Political Science
Computers & Information Processing	PR
Constitution	PR Campaign Design
Constitution Law	PR Campaigns
Consumer & Customer Behaviors	PR Ethics
Consumer Behavior	PR for Various Audiences
Contemporary Sociology Theories	PR in Public And Private Life
Contemporary Approaches in PR	PR Management
Contemporary Psychology	PR Organizations
Contemporary Turkish Language and Literature	PR Practices
Content Analysis and Semiotics	PR Regulations and Ethics
Copy Writing for Advertising and PR	PR Seminar
Copywriting	PR Techniques
Copywriting in Advertising	PR with new Technology
Copywriting in Media	PR& Sponsorships
Copywriting in PR and Publicity	Practice and Theories of PR
Corporate Communication	Practices and Campaigns of Advertising
Corporate Culture	Practices of PR
Corporate Identity	Practices of Advertising
Corporate Identity and Brand Management	Practices of Political Campaigns

Corporate Image & Reputation Management	Practices of PR and Advertising
Corporate Psychology	Practices of Publicity
Corporate Public Relations	Presentation Skills
Creative Approaches in Communications	Presentation Techniques
Creative Studies in Advertising	Press Management
Creative Thinking Methods and Techniques	Press Relations and Advertisement in Press
Creative Writing	Principles and Management of Marketing
Creativity in Advertising	Principles of Communication and Media
Crisis Management	Principles of Computer Science
Cultural Anthropology	Principles of Macroeconomics
Culture and Media	Principles of Marketing
Culture Communication & Society	Principles of Microeconomics
Current Turkish Literature	Principles of Social Sciences
Customer and Consumer Behaviors	Process and Models of Communication
Customer Relations Management	Production of Advertisement
Democracy Culture & PR	Production Process of Advertisement
Design in Computer for PR	Professional English
Design of PR Campaigns	Program Production in Cinema and Television
Designing Advertising Campaigns	Project for Graduation
Desktop Publishing	Propaganda
Desktop Publishing: Layout and Design	Propaganda and Political Communication
Development of Promotional Elements	Protocol & Social Behaviors
Development of Turkish Press	Psychology
Diction	Public Communication Campaigns
Economic Structure in Turkey	Public Debate and Presentation Techniques
Economics	Public Debate and Presentation Methods
Effective Speaking	Public Opinion
Effects of Advertising	Public Opinion and PR
English	Public Opinion Research
English for Communication	Public Opinion Research and Public Opinion
English for Mass Communication	Public Opinion Research Techniques
English-Presentation and Reporting	Public Opinion, Media and Democracy
English-Reading and Speaking	Public Opinion Ehtics and Sociological Issues
English-Research Techniques	Public Relations and Media: Perspectives and Practices

Environmental Consciousness	Public Relations and Publicity Policies
Ethics of PR	Public Relations Campaign Project
Evaluation in Public Relations	Public Relations Communication
Film Analysis	Public Relations in Extraordinary Situation
Film Production	Public Relations Techniques
Fine Arts	Public Researches
Fiscal &Managerial Frame of Turkey	Public Speech
Foreign Language	Publicity in Radio TV and Cinema
French/Italian/German/Russian	Publicity Techniques
Fundamentals of Journalism	Radio and Television Programming
General Law	Reading Skills
General Media Technology & Legislation	Relationship with Media
General Principles of Law	Research in PR and Advertising
Global and Local Advertising	Research Methodologies & Data Analysis
Global Media	Research Methodology
Globalization and Advertising	Research Methods in Social Sciences
Graduation Project	Research Project
Graphic and Design in Communication	Research Techniques
Graphics	Research Techniques and SPSS
Health Communication	Research Techniques for Communication
History of Art	Research Techniques in PR
History of Civilization	Research Techniques in Social Science
History of Communication	Research Techniques in Communication
History of Culture	Research Techniques of Marketing and PR
History of Graphic Design	Scientific Research Methodology
History of Mass Communication	Scientific Research Techniques
History of Music	Script Writing
History of Philosophy	Seminar
History of Political Thinking	Seminar in Public Relations
History of Politics	Semiotics and Communication
History of Turkish Culture	Semiotics for Advertising
History Turkish Communication	Senior Project I
Human Resources and PR	Senior Project in IMC

Human Resources Management	Senior Project in PR
Human Resources Management &Internal PR	Social Responsibility and Ethics for PR
Human Rights	Social and Cultural Anthropology
Humanities	Social and Cultural Structure of Turkey
Industrial Relationships in Media	Social and Political Campaigns
Information Based Media Planning	Social and Political Communication Campaigns
Information	Social History
Information Techniques	Social Life
Introduction to Photography	Social Psychology
Introduction To PR	Social Responsibility &Publicity Techniques
Integrated Marketing Communication	Social Structure of Turkey
Intellectual Heritage	Sociology
Intercultural Communication	Sociology of Communication
International Communication	Speaking and Reading ForeignLanguage
International Currency and Media	Sponsorship
International Media	Statistical Applications
International News and Media	Statistics
International PR	Statistics in Social Sciences
International PR Models	Strategic Management
International Relations	Strategic Management in PR
International Relations and Publicity	Strategic PR
Internet & Multimedia	Strategic Public Relations Management
Internet PR	Techniques of PR
Interpersonal Communication	Techniques of Publicity
Interpersonal Communication and Motivation	Telecommunication Technologies
Interpersonal Communication Techniques	The Main Principles of Journalism
Introduction to Sociology	Theories and Practices of PR
Introduction to Politics	Theories of Communication
Introduction Business and Management	Theories of Communication and Persuasion
Introduction STV	Theories of Mass Communication
Introduction to Communication Science	Theories of Persuasion
Introduction To Advertising	Theories of PR
Introduction to Advertising Campaigns	Theories of PR and Publicity
Introduction to Business Administration	Theories of Turkish Politics and Constitutional Law
Introduction to Business	Training Period
Introduction To Communication	Transformation and Restructuring

Introduction to Communication and Mass Media	Trends and Lifestyles in Contemporary Society
Introduction to Communication Science	Turkish Administration
Introduction to Computer and Information Technology	Turkish Administrative and Political Structure
Introduction to Law	Turkish Communication Law
Introduction to Management	Turkish Culture and Civilization
Introduction to Marketing Communication	Turkish Economical Life
Introduction to Mass Communication	Turkish Language and Literature
Introduction to Mass Communication Theories	Turkish Political Life
Introduction to Mathematics and Statistics	Turkish Republic
Introduction to Media Management and Planning	Types of Article
Introduction to Multimedia	Verbal and Nonverbal Expression
Introduction to Organizational Behavior	Visual Aesthetics
Introduction to Philosophy	Visual and Printed Text Analysis
Introduction to Photography	Visual Communication
Introduction to Political Science	Visual Photography Techniques
Introduction to PR	Web Design
Introduction to PR and Publicity	Well Speaking&Speech Techniques
Introduction to PR Campaigns	Working Psychology
Introduction to Press and Broadcasting	World Literature
Introduction to Psychology	Writing Techniques for PR
	Writing Skills
Introduction to Publicity and Advertising	Writing Techniques
Introduction to Quantitative Methods	Writing Techniques for PR
	Writing Techniques in French
Introduction to Science Theory	Writing Techniques in Turkish

APPENDIX A2

GRADUATE COURSES IN TURKEY

Marketing Communication and Management	Multimedia Development Lab for PRP
Activity Management in PR	New Approaches at Film Criticism
Advertising	New Dimensions of PR at Globalization Process
Advertising Campaign Process	News Gathering and Communication Tools
Advertising Copywriting and Design	Organizational Communication
Advertising Strategies	Organizational Communication
Advertising Theories and Practices	Political Campaigns and Press
Agenda Management in PR	Political Communication
Analysis of Advertising	Political Communication and Propaganda
Basic Concepts in PR	Political Image
Behavioral Science and Organizational Culture	Politics and PR
Brand Communication	PR Activities and Media
Brand Management	PR and Advertising in Marketing Communication
Campaign Planning and Analysis	PR and Globalization
Case Studies In PR	PR and Media
Cinema as a Tool of Propaganda and Publicity	PR and Political Issues
Communication	PR and Publicity Issues in Turkish Political Life
Communication and Persuasion	PR at Public Institutions
Communication Ethics	PR Campaigns
Communication Research Advertising	PR Development Process in Turkey
Communication Research and Program Evaluation	PR in Private Sector
Communication Research Methods	PR Management
Communication Research in SPSS	PR Philosophy and New Approaches
Communication Technologies	PR Projects and Campaigns
Communication Theories	Practical Research Methods
Computer Publishing for PRP	Practices in PR
Contemporary Democracy Theories and Communication	Practices of PR in Turkey
Corporate Behavior	Practices and Analysis in PR
Corporate Communication	Press and PR
Corporate Communication and Media	Principles of Advertising
Corporate Culture	Principles of Marketing Communications
Creative Promotional Writing	Principles of Public Relations
Creative Writing	Propaganda and Political Communication

Creativity and Advertising	Public Affairs and Political Communication
Critical Theories	Public Opinion and Agenda Setting
Customer Management in PR and Advertising	Public Opinion and Public Policy
Designing Interactive Communication in PR	Public Opinion Propoganda and Media
Developments in Turkish Social Structure	Public Opinion Research
Economical and Political Methods	Publicity
Essential Approaches to PR	Publicity Strategies
General Business	Publicity Techniques and Publicity of Turkey
Global Public Relations and Publicity	Relationship Between Press
Globalization, Image, Identity and PR	Research and Appraise Techniques in PR
History of Communication	Research Methodology and Reporting
History of PR in Turkey	Research Project
Human Resources Management	Research Techniques in Social Sciences
Image Management	Rights in Media which source is FSEK
Images and Image Analysis	Sales Development and Promotion
Integrated Marketing Communication	Scientific Research Techniques
International Marketing Communication	Sectoral Issues in PR: Public and Private
International PR	Seminar
Internet and PR	Seminar in Communication Theory
Interpersonal Communication Persuasion	Seminar in Intercultural Communication
Interpersonal Interaction	Skills and Methods of Communication
Introduction to Communication Studies	Social Responsibility Campaigns
Management	Special Topics in Communication Studies
Management and Organization	Special Topics in PR
Management and Techniques of Publicity	Special Topics in PR and Publicity
Marketing	Sponsorship and PR
Marketing Communication and Advertising	Strategic Planning and PR
Marketing Communication Marketing Management	Strategic Management Politics and Communication
Media and Culture	Strategic Management Politics and Communication
Media Language and Discourse	Television Journalism
Media Planning in Pr	Theories of Advertising
Message Design and Practices	Theories of Communication
Methods of Communication Research	Video production for PR Campaigns
Modernization and Communication	Visual and Auditory Communication
Moral Philosophy and Values	Web Based Advertising and PR
Moral Philosophy	Women Media and Politics
Motivation Research	Writing for Media Professionals
Motivational Communication	Writing Techniques for PR

APPENDIX A3

GRADUATE COURSES IN AUSTRIA

Advertising	Mass Communication law and regulations
Areas of applied communication	Media
Basics of journalistic work: print media	Media and communication policy
Basics of public relations	Media and communication professions
Case studies and debates concerning PR	Media economics and management
Communication theories	Media education
Conception	Media law
Copy right and competition law	Methodology of communication research
Corporate communication	New information and communication technologies; online-communication
Corporate Identity	New Media
Creativity	Newspaper, magazine and book publishing
Electronic media; AV media	Organization of PR II
English for Communications	Organization of public relations I
Field trip	Practice simulation
Film	Practicum public relations
History of the media and communications	Psychological basis of PR
Internal Communications	Public opinion research, market research, and audience research
International and intercultural communication	Public relations and organizational communication
International public relations	Public relations research: evaluation of public relations
Internship in a public relations department or a public relations agency	Public relations techniques
Interpersonal communication	Public relations theory
Introduction to business economics	Repetition workshop
Introduction to communication science	Sociological aspects of communications
Introduction to economic theory	Sociological basis of PR
Introduction to public relations	Specific fields of PR
Journalism and the print media	State and law
Labour law	Tasks and fields of activity of PR
Labour law of mass communication	Techniques of public relations
Market and opinion research	Theories and models of communication science
Marketing	Weekend-workshop: conference techniques and rhetoric
Marketing; advertising; basics of business administration	Weekend-workshop: conversation techniques and presentation
	Weekend-workshop: job requirements and job profiles of PR

APPENDIX A4

UNDERGRADUATE COURSES IN ENGLAND

A Major Project	Marketing & Public Relations
Advertising	Marketing for Public Relations
An Introduction to Public Relations	Marketing: Principles and Practice
Applied Research Methods	Mass Communication
Basic theory of Psychology	Media
Basic theory of sociology	Media and Society
Business Accounts	National and International Government
Business Context: Commercial and Media Law	Organizations, Analysis and Policy
Business Context: Finance(half unit)	Organizations: Behavior and Communication
Business Environment	Persuasion and Influence
Communication in Groups	Photography
Contemporary Strategic Issues	Political and Economic Analysis
Corporate Communications	Politics, Philosophy & Psychology
Corporate Relations	PR Planning & Management
Design Skills	Principles of Business
Desk top Publishing	Printing
Digital Media Environment (option)	Public Affairs
Dissertation	Public Relations Information Technology
Employee Relations	Public Relations Environments
Financial Affairs	Public Relations in Practice
Information Technology for Public Relations	Public Relations Programmes
International Public Relations	Public Relations Strategy &Planning
Introduction to Organizational Behavior	Public Relations Techniques
Introduction to Public Relations Theory and Practice	Public Relations: Theory and Practice
Investor Relations	Radio Journalism and Media Skills
Issues Management and Social Responsibility	Research Methods for Public Relations
Journalism & Writing Skills	Specialist Public Relations
Language (French, German or Spanish	Strategic Management and Organization
Learning Public Relations from experience	The Ethics of Public Relations
Lobbying	The Supervised Work Experience of forty weeks minimum
Management, Theory & Practice	Writing: Foundation Skills
	Written and Visual Communications

APPENDIX A5

GRADUATE COURSES IN ENGLAND

Analysis of Cultural Diversity	Media Practice : Print
Business and organizational environment	Media structures and systems
Business Ethics	Political & Public Affairs
Communication as a management function	Political Communication
Communication Theory & Practice	Public Relations Management
Consumer & Industrial Public Relations	Public Relations : Concepts and Cases
Contemporary and comparative European history and politics	Public Relations practice
Corporate & Financial Public Relations	Public Relations Theory & Practice
Corporate and specialist public relations	Public, Health & Scientific Communication
Design and editorial management	Research & Evaluation (Qualitative)
Dissertation	Research and evaluation methods of Public Relations
Dissertation Research and Submission	Research Methods
Economics and community structures	Research methods and Dissertation Unit
Government affairs and lobbying in the European context	Research Methods of Public Relations
Government public affairs and public relations in NPOs	Residential Week
Language	Strategic communications management & campaign Planning
Law and institutions of the European Community	The marketing environment
Marketing Communications	Trends and perspectives in Public Relations
Marketing, Culture & Society	Work placement
Media Practice : Broadcast	Working with the media & media experience
	Writing Skills

APPENDIX A6

UNDERGRADUATE COURSES IN FRANCE

Accounts communication, economic and financial communication	Legal and economic dimension
Actual advertising campaigns	Legal aspects and media techniques
Analysis	Legislation of information
Analysis of topicalities in PR	Living language II (German, Spanish)
Audiovisual tools within communication strategies	Management tools
Business legislation	Master's research
Case studies	Negotiation
Communication techniques	Oral communication
Communication and marketing	Oral expression through the theatre
Communication and society	Practical exercises
Computer studies	Practical exercises and jury of consultancies
Computer studies-guided works	Press relations
Corporate identity and image	Press releases and files
Corporate knowledge	Projects and firms
Corporate strategy	Psychology and communication
English	Psycho-sociology
Ethics and deontology of public relations	Psycho sociology as applied to advertising
European institutions and corporate legislation	Public groups and media
Event public relations, sponsoring, patronage	Public relations and administration
Expression techniques	Public relations and press relations
French institutions	Report of the internship
Geopolitics I	Research seminars
German II or Spanish	Seminar on personnel relations in the field of internal communication
Great problems of the contemporary world	Sociology
History of institutions and elements of civilization	Sociology of the media
History of public relations and contemporary social facts	Strategy and aids
History of the audiovisual	Strategy research
History of the press	Survey methods
Initiation into advertising	Syntaxes and semantics
Initiation into economics	Targets and objectives
Initiation into marketing	Techniques of advertising, graphic and audiovisual production
Initiation into sociology	The professional world and environment
Internal communication	Thematic research
Internship	Theory and methods of social sciences
Knowledge of the press	Theory and practice of negotiations : crisis situation
Law	Written, oral and visual techniques of expression; creativity

APPENDIX A7

GRADUATE COURSES IN GERMANY

Crises-PR	Media structure and systems
Issues Management	Online-PR (seminar)
Advertising: An Introduction	Persuasive Communication
Analysis of cultural diversity in Europe	Political Public Relations
Community Relations	PR and journalism
Comparative survey of public relations	PR and Marketing
Contemporary and comparative European history and policy	Practical courses
Corporate Communications	Practical courses
Corporate public relations and crisis communication	Press and Media Relations
Economic and social structures	PR-evaluation
Environmental PR	Product PR
Ethic and public relations	Propaganda
European Union	Public Relations (communication management)
Evaluation theory and practice	Public Relations in Germany
Financial public relations	Public Relations research methods
Global PR	Strategic Public Relations
History of Public Relations (seminar)	Theoretical perspectives and strategies of public relations
Human resources and labor relations	Theories of PR
Instruments of PR (seminar)	Theory and Practice of Public Relations: An Introduction
International PR (Seminar)	Trade Fair PR
Language	Training in Communication

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APPENDIX A8

UNDERGRADUATE COURSES IN GREECE

Principles of Economics	Marketing of Mass Media
Advertising	Media Law
Applied Public Relations	Multimedia Productions
Communication Planning	New Technologies in Communications
Communication Policy	Political Communication
Dissertation	Political Sociology
Economics of Communication	Practical Training [five days a week, six months]
English Terminology I	Principles of Communication
English Terminology II	Principles of Law
Final Year Seminar	Principles of Managemen
French, German, Italian or Russian Terminology	Principles of Marketing
French, German, Italian or Russian Terminology II	Public Opinion Polls
History of European Civilization	Public Opinion, Culture, Communication
Institutions and Policies of the European Union	Public Relations
Internal Communications	Publicity and Media Organizations
International Communication	Quantitative Methods
International Relations	Social Psychology
Introduction to Computers	Strategies of Public Relations
Management of Communication Crises	Survey Research and Interview Skills
Use of Specialized Software	Transnational Organizations

APPENDIX A9

UNDERGRADUATE COURSES IN SPAIN

Global communication	Language of advertising and public relations
Advertising and public relations agencies	Market research
Advertising and public relations: theory and structure	Market techniques
Advertising and public relations legislation	Marketing Channels and Networks
Advertising and the consumer: research methods	Mass communication: research methods and techniques
Advertising creativity	Introduction to legal science
Advertising design	Introduction to linguistic theory and structure
Advertising history	Introduction to Marketing
Advertising language	Introduction to Public Relations
Advertising law	Media technology
Advertising media: strategy and planning	Oral Spanish
Advertising media: introduction to research	Oral standard of the Catalan language
Advertising message: strategy, image and lay out	Organization and management of Press office
Advertising posters	Photography: theory and technique
Advertising Systems and Methods	Planning of Advertising Means
Advertising themes	Political and electoral marketing
Analysis and communicative expression and audiovisual information	Political behavior
Analysis and expression in written communication and information	Political communication and advertising
Applied audiovisual narrative	Political Structures.
Applied corporate economics	Practicum
Applied market techniques	Press: design, visual layout and technology
Applied psychology and research methods	Production and graphic design in advertising
Applied statistics in advertising research	Production in audio media
Audiovisual Communication.	Production in written media
Audiovisual means: editing and expression	Production of advertising texts
Audiovisual technology in advertising	Professional and ethical deontology
Basics of Computer Science	Professional Ethics and Deontology.
Catalan language	Protocol and Institutional Relations.
Cinematography: introduction to theory and technique	Psychology: introduction
Communication and audiovisual information	Psychosocial bases of communication
Communication theories I	Public Opinion.
Consumer behavior and commercial management	Public relations: programming and techniques
Consumer sociology	Qualitative techniques of social research
Contemporary aesthetic and advertising trends	Research Effects and Techniques.
Contemporary artistic movements	Semiotics of advertising

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Contemporary economics: introduction	Semiotics of mass communication
Contemporary history	Social influence
Contemporary Literature	Social research techniques
Contemporary Spanish history	Social structure
Contemporary world history	Sociolinguistics
Corporative image	Sociology
Creative strategy	Sociology of consumption
Creative techniques and developments	Sociology of mass communication
Creativity in advertising and public relations	Spanish I
Creativity in advertising: introduction	Sponsoring and patronage
Deontology of Advertising and Public Relations	Statistics
Descriptive statistics for advertising	Strategic and coorporate marketing
Documentation	Strategies of advertising and public relations
Editing: theory and practice	Strategy, production and writing of advertising messages
English for Publicists.	Structure of advertising activity in Catalonia
Final Project.	Structure of public relations activity in Catalonia
General and differential psychology	Structures in advertising and public relations
General Economics.	Systems and processes in advertising and Public Relations
General history of communication	Technical Catalan language
General history of social communication	Technical Spanish
History and Systems of Communication.	Technology of audiovisual means in advertising (film and television)
History and theory of the public right to information	Text analysis
History of advertising and public relations	The Art of Reporting.
History of Contemporary Movements.	The Strategies of Public Relations.
History of social communication in Catalonia	The Theory and Technique of Public Relations
Image and advertising	Theology and Social Doctrine of the Church.
Info graphic Editing and Design	Theory and history of advertising and public relations
Informative documentation	Theory and techniques of Public Relations
Informative Documentation	Theory and techniques of public relations II
Introduction to advertising	Theory of Communication and Information.
Introduction to advertising research	Theory of the social community
Introduction to Economics	Universal contemporary history
Introduction to Journalistic Design	Written Communication
Introduction to Publicity and Public Relations	Written standard of the Catalan language

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APPENDIX A10

GRADUATE COURSES IN SPAIN

Advertising and Marketing	Marketing
Advertising Campaigns	Marketing Research
Advertising	Mass Communication
Applied Psychology	Media Relations (Journalism)
Applied Statistics	Media Relations
Business Administration	Media Sociology
Commercial and Administrative Techniques	Organizational Behavior
Communication Atelier	Organizational Communication Laboratory
Communication Practice	Organizational Communication Laboratory
Communication Techniques and Methods	Organizational Culture
Communication Theory	Personnel Management
Consumer Behavior	Political Sociology
Consumer Theories	Projects Planning and Management
Contemporary Culture	Protocol
Contemporary History	Protocol - Audiovisuals Laboratory
Contemporary Political Theories and Social Communication	Psychology of Interpersonal Relationships
Content Analysis	Psycho sociological Strategies of Institutions
Copywriting and Visualizing	Public Relations
Creativity Applied to Communication	Public Relations Law
Creativity Methods and Techniques	Public Relations Planning and Management
Economical Analysis	Public Relations, Advertising and Marketing Theory
Economics	Quantitative Methods
English	Research Applied to Communication
Epistemology	Research Models, Methods and Techniques
Ethics and Deontology of Public Relations	Seminar
Europe and the International Community	Semiology
French I	Semiology and Semiotics of Advertising
General Sociology	Semiotics of Text and Image
Graphic Arts	Social Analysis
Graphical Communications	Social and Economical History
History of Social and Political Theories	Social Communication Theory and Social Investigation Techniques
Human Communication	Social Psychology
Human Resources Management	Sociology
Informatics	Sociology of Information
Informatics Applied to Public Relations	Sociology of Organizations
Informatics Applied to Public Relations II	Strategic Management
International Relations	Systems Analysis of Communication Effectiveness
Introduction to Informatics	Techniques of Oral and Written Communication
Introduction to Law	The Information Revolution
Introduction to Economics	Theory and History of Advertising
Law	Theory and Techniques of Public Relations
Management	Thesis Seminar
	Training Period/ Seminar

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APPENDIX A11

UNDERGRADUATE COURSES OF PORTUGAL

Advertising and Marketing	Marketing
Advertising Campaigns	Marketing Research
Advertising	Mass Communication
Applied Psychology	Media Relations
Applied Statistics	Media Sociology
Business Administration	Organizational Behavior
Commercial and Administrative Techniques	Organizational Communication Laboratory
Communication Atelier	Organizational Culture
Communication Practice	Personnel Management
Communication Techniques and Methods	Political Sociology
Communication Theory	Projects Planning and Management
Consumer Behaviour	Protocol
Consumer Theories	Protocol - Audiovisuals Laboratory
Contemporary Culture	Psychology of Interpersonal Relationships
Contemporary History	Psycho sociological Strategies of Institutions
Contemporary Political Theories and Social Communication	Public Relations
Content Analysis	Public Relations Law
Copywriting and Visualizing	Public Relations Planning and Management
Creativity Applied to Communication	Public Relations, Advertising and Marketing Theory
Creativity Methods and Techniques	Quantitative Methods
Economical Analysis	Research Applied to Communication
Economics	Research Models, Methods and Techniques
English	Seminar
Epistemology	Semiology
Ethics and Deontology of Public Relations	Semiology and Semiotics of Advertising
Europe and the International Community	Semiotics of Text and Image
French I	Social Analysis
General Sociology	Social and Economical History
Graphic Arts	Social Communication Theory and Social Investigation Techniques
Graphical Communications	Social Psychology
History of Social and Political Theories	Sociology
Human Communication	Sociology of Information
Human Resources Management	Sociology of Organizations
Informatics	Strategic Management
Informatics Applied to Public Relations	Systems Analysis of Communication Effectiveness
Informatics Applied to Public Relations II	Techniques of Oral and Written Communication
International Relations	The Information Revolution
Introduction to Informatics	Theory and History of Advertising
Introduction to Law	Theory and Techniques of Public Relations
Introduction to Economics	Thesis Seminar
Law	Training Period/ Seminar
	Management

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APPENDIX A12

GRADUATE COURSES OF IRELAND

Theory & Practice of Public Relations	Design & Print Project
Planning Public Relations Programmes	Research Methodology
Public Relations Projects	Presentation Skills Project
Public Relations Writing	Desktop Publishing Project
Management	Communication Theory
Management Project	The Marketing Environment
The Political Environment	Public Relations Research
The Philosophical & Cultural Environment	Dissertation
The Legal Environment	Theories of communication

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