

8 INFORMATION ON THE NATIONAL HIGHER EDUCATION SYSTEM

Structure and Degree System

The basic structure of the Turkish National Education System consists of stages of noncompulsory pre-school education; compulsory primary (elementary and middle school) and secondary (high school) education; and higher education. Primary education begins at the age of 5.5 (66 months), lasts eight years and comprises elementary and middle school education, four years each. Secondary education is also four years and divided into two categories as "General High School Education" and "Vocational and Technical High School Education". The entry into these categories is through composite scores obtained from a centralized exam for secondary schools.

Higher education system in Turkey is managed by the Council of Higher Education (CoHE, Yükseköğretim Kurulu-YÖK) which is an autonomous public body responsible for the planning, coordination, governance and supervision of higher education within the provisions set forth in the Constitution of the Turkish Republic and the Higher Education Law. Both state and non-profit foundation universities are founded by law and subjected to the Higher Education Law and to the regulations enacted in accordance with it.

Higher education in Turkey comprises all post secondary higher education programmes, consisting of short, first, second, and third cycle degrees in terms of the terminology of the Bologna Process. The structure of Turkish higher education degrees is based on a two-tier system, except for dentistry, pharmacy, medicine and veterinary medicine programmes which have a one-tier system. The duration of these one-tier programmes is five years (300 ECTS) except for medicine which lasts six years (360 ECTS). The qualifications in these one-tier programmes are equivalent to the first cycle (bachelor's) plus second cycle (master's) degree. Undergraduate level of study consists of short cycle (associate's)-(önlisans derecesi) and first cycle (bachelor's)-(lisans derecesi) degrees which are awarded after successful completion of full-time two-year (120 ECTS) and four-year (240 ECTS) study programmes, respectively.

Graduate level of study consists of second cycle (master's)-(yüksek lisans derecesi) and third cycle (doctorate)-(doktora derecesi) degree programmes. Second cycle is divided into two sub-types named as master without thesis and master with thesis. Master programmes without thesis require 60 to 90 ECTS credits and consist of courses and a semester project. 60 ECTS non-thesis master programmes are exceptional, and exist in a few disciplines. The master programmes with a thesis require 90 to 120 ECTS credits, which consists of courses, a seminar, and a thesis. Third cycle (doctorate) degree programmes are completed having earned a minimum of 180 ECTS credits, which consists of completion of courses, passing a proficiency examination and a doctoral thesis. Specialization in medicine, accepted as equivalent to third cycle programmes are carried out within the faculties of medicine, university hospitals and the training hospitals operated by the Ministry of Health.

Universities consist of graduate schools (Institutes) offering second cycle (master's) and third cycle (doctorate) degree programmes, faculties offering first cycle (bachelor's degree) programmes, four-year higher schools offering first cycle (bachelor's) degree programmes with a vocational emphasis and two-year vocational schools offering short cycle (associate's) degree programmes of a strictly vocational nature.

Since 2003, first cycle degree holders may apply directly to third cycle (doctorate) programmes if their performance at the first cycle degree level is exceptionally high and their national central Graduate Education Entrance Examination (ALES) score is also high and their application is approved. For these students, theoretical part of the programmes requires additional courses of 60 ECTS credits.

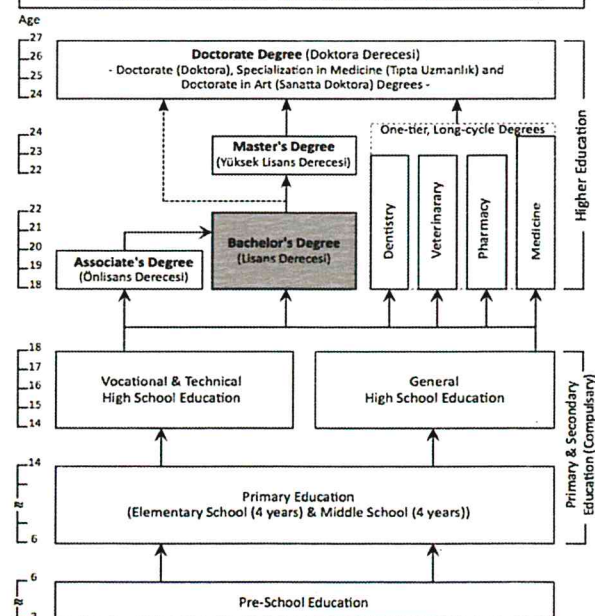
Admission of national students to short and first cycle degree programmes is centralized and based on a nationwide one/two-stage examination(s) conducted by an autonomous public body (Assessment, Selection and Placement Centre-ÖSYM). Candidates gain access to institutions of higher education based on their composite scores consisting of the scores on the selection examination and their high school grade point averages. Admission to graduate programmes is directly conducted by the higher education institutions (HEIs) within the frameworks of the publicly available national and institutional regulations. Admission of foreign students to programmes at all levels of higher education can be done by direct applications of candidates to HEIs based on publicly available national and institutional regulations.

The Turkish National Qualifications Framework for Higher Education (TYYÇ): The National Qualifications Framework for Higher Education in Turkey (TYYÇ) developed with reference to the QF for European Higher Education Area and the EQF for lifelong learning was adopted by the CoHE in 2010. The framework has been developed as a part of a single national qualifications framework, which would eventually consists of 8 level national framework covering all levels of educations on completion of the ongoing work at the national level, in which the higher education levels lie on levels between 5 to 8. The levels of the TYYÇ with reference to the European overarching qualifications frameworks as well as that to ECTS credits and student workload are shown below.

TYYÇ LEVELS, QUALIFICATIONS TYPES AND ECTS CREDITS

Higher Education Levels/Cycles			AWARDS/ DEGREES	LENGTH (Year)	TOTAL ECTS CREDITS (Year x 60 ECTS)	TOTAL STUDENT WORKLOAD (h) (1 ECTS= 25-30h)
QF- EHEA	EQF- LLL	TYYÇ LEVELS				
3	8	8	Doctorate	3 (min.)	180 (min.)	4.500 – 5.400
			Specialization in Medicine			
			Doctorate in Art			
2	7	7	Master's Degree	1 - 2	60 - 120	1.500 – 3.600
1	6	6	Bachelor's Degree	4	240	6.000 – 7.200
Short Cycle	5	5	Associate's Degree	2	120	3.000 – 3.600

GENERAL STRUCTURE OF THE TURKISH EDUCATION SYSTEM



ATILIM UNIVERSITY

Diploma Supplement

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Diploma No

Diploma Date 15.06.2010



This Diploma Supplement follows the model developed by the European Commission, Council of Europe and UNESCO/CEPES. The purpose of the supplement is to provide sufficient independent data to improve the international 'transparency' and fair academic and professional recognition of qualifications (diplomas, degrees, certificates etc.) It is designed to provide a description of the nature, level, context, content and status of the studies that we pursued and successfully completed by the individual name on the original qualification to which this supplement is appended. It should be free from any value-judgements, equivalence statements or suggestions about recognition. Information in all eight sections should be provided. Where information is not provided an explanation should give the reason why.

1. INFORMATION IDENTIFYING THE HOLDER OF THE QUALIFICATION

1.1 Family name(s) :

1.2 Given name(s) :

1.3 Date of birth :

1.4 Student identification number :

2. INFORMATION IDENTIFYING THE QUALIFICATION

2.1 Name of the qualification and (if applicable) title conferred (in original language) :

Halkla İlişkiler ve Reklamcılık, Lisans

2.2 Main field(s) of study for the qualification:

Public Relations and Advertising

2.3 Name and status of awarding institution (in original language) :

**Atılım University; Foundation supported; Public Legal Entity, Non-profit, State recognised
Atılım Üniversitesi; Vakıf, kanunla kurulmuş devlet tarafından tanınan üniversite**

2.4 Name and status of institution administering studies :

Same as 2.3

2.5 Language(s) of instruction/examination :

English

3. INFORMATION ON THE LEVEL OF THE QUALIFICATION

3.1 Level of Qualification

First Cycle (Bachelor's Degree)

3.2 Official length of programme :

4 years (excluding one year English preparatory school)

2 semesters per year, 16 weeks per semester

3.3 Access requirement(s) :

**High School Diploma,
Placement through a centralized national university placement examination (ÖSS),
Certificate of English Proficiency**

4. INFORMATION ON THE CONTENTS AND RESULTS GAINED

4.1 Mode Of Study

Full-time

4.2 Program requirements :

The Bachelor's Degree is awarded to students who have successfully completed all courses in the curriculum and have obtained a cumulative grade point average of at least 2.0 on a 4.0 scale and no failing grades (below DD).

Objectives :

The Public Relations and Advertising programme at Atılım University aims to help students develop a critical understanding of the field as an academic discipline and also as a profession, and to educate them as researchers, with a solid knowledge of theory and an awareness of contemporary research worldwide, who can examine different modes of communicative action, engage professionally with organizational practices and communities in an efficient and ethical way and help organizations build mutually beneficial relationships with consumers, stakeholders and civil society at large.

Key program outcomes :

- To develop a critical understanding of the theoretical approaches and principal areas of research that have shaped the field in local, national and global settings.
- To gain analytical and technical skills that are required to develop a research-oriented approach to Public Relations and Advertising and also to keep up with the academic, professional and technological developments in the field worldwide.
- To have a sound knowledge of different modes of communication to engage, in a professional as well as ethical manner, with different publics in such a way as to balance individual and collective interests and help further the common good.

4.3 Program Details: (e.g. modules or units studied), and the individual grade/marks/credits obtained :**Cirriculum courses**

Code	Course Title	Course Category	Local Credit	Grade	ECTS
1. Semester					
SOC 101	Introduction To Sociology	R	3	BB	5
TURK 101	Turkish Language I	R	2	BA	2
ENG 111	Introduction to Communication Skills I	R	4	CC	4.5
ECON 101	Introduction to Economics I	R	3	DD	5
COMPE 103	Introduction to Computers	R	3	CB	6
HIST 101	History of Turkish Republic I	R	2	CB	2
LAW 111	Introduction to Law	R	3	DC	5.5
					30
2. Semester					
PR 407	Public Opinion	R	3	AA	6
PSYC 102	Social Psychology	R	3	DD	5
TURK 102	Turkish Language II	R	2	DC	2
HIST 102	Princ. of Ataturk and Hist of Turk. Rev. II	R	2	CC	2
INT 110	Introduction to Politics	R	3	DD	6
ENG 104	Communication Skills II	R	3	BA	4
ECON 102	Introduction to Economics II	R	3	DD	5
					30
3. Semester					
STAT 211	Elementary Statistics	R	3	DD	5
HIST 201	History of Civilization I	R	3	CB	5
MGMT 201	Introduction to Business	R	3	BB	6.5
PR 203	Introduction to Communication	R	3	AA	5.5
PR 201	Introduction to Public Relations I	R	3	CB	5
ENG 211	Communication Skills III	R	2	DD	3
					30
4. Semester					
PR 210	Mass Media	R	3	BB	5
PR 204	Computer Applications In PR	R	3	CC	5
MGMT 206	Organizational Behavior	R	3	CB	5
PR 202	Introduction to Public Relations II	R	3	BB	6
ENG 202	Presentation Skills	R	3	CC	3
PR 206	Research Methods	R	3	DC	6
					30
5. Semester					
MGMT 303	Organization Theory	R	3	DC	6
MGMT 301	Marketing Management I	R	3	DD	6
PR 301	Culture Communication and Society	R	3	BA	6
PR 303	Media and Politics	R	3	BB	6
MGMT 207	Business Communication	R	3	CB	6
					30
6. Semester					
PR 306	Media Planning	R	3	CC	6
PR 302	Introduction To Advertising	R	3	AA	6
PR 308	Social Structure of Turkey	R	3	BA	6
PR 304	Communication and Persuasion	R	3	AA	6
PR 310	Communication Law	R	3	AA	6
					30
7. Semester					
PR 409	Visual Communication Applications I	TE	3	BA	6
PR 413	Leadership Theory and Practice I	R	3	AA	6
PR 414	Leadership Theory and Practice II	R	3	AA	6
PR 401	Advertising Design	TE	3	AA	6
PR 403	Seminar in Public Relation	R	3	BB	6
					30
8. Semester					
PR 410	Visual Communication Applications II	R	3	BA	6
PR 402	Advertising Campaigns	R	3	AA	6
PR 416	Product and Service Launch I	R	3	BA	6
COMPE 104	Computers and Information Systems	R	3	DD	6
PR 408	Fundamentals of Digital Photography and Advertising Ph.	R	3	BB	6
					30

R:Required TE:Technical Elective NTE:Non-technical Elective
Total Local Credits: 134
Total ECTS Credits: 240,00
Cumulative Grade Point Average (CGPA) : 2,63 out of 4.00

4.4 Grading scheme and, if available, grade distribution guidance:

For each course taken, the student is given one of the following grades by the course teacher. The letter grades, grade points and percentage equivalents are given below:

PERCENTAGE	COURSE GRADE	GRADE POINTS	GRADE POINTS
90-100	AA	4.0	Excellent
85-89	BA	3.5	Very Good
80-84	BB	3.0	Very Good
75-79	CB	2.5	Good
70-74	CC	2.0	Satisfactory
65-69	DC	1.5	Conditional Passing Grade
60-64	DD	1.0	Conditional Passing Grade
50-59	FD	0.5	Fail
49 and below	FF	0.0	Fail

Other Grades

S - Satisfactory T - Transfer NI - Not included

The grade (S) is given to students who are successful in non-credit courses.

The grade (T) reflects approved courses transferred from other universities.

The grade (NI) is given if courses within the program or programs in which a student is registered are taken with the condition that they are not included in their Cumulative Grade Point Average.

Grade Point Averages: The student's standing is calculated in the form of a Grade Point Average (GPA) and CGPA (Cumulative GPA), and announced at the end of each semester by the Registrar's Office. The total credit points for a course are obtained by multiplying the grade point of the final grade by the credit hours. In order to obtain the GPA for any given semester, the total credit points earned in that semester are divided by the total credit hours. The CGPA is calculated by taking into account all the courses taken by a student from the beginning of entrance to the University which are recognized as valid by the Department in which she/he is registered.

The criteria for degree classification are:

- Satisfactory (Başarılı)	2.00 - 2.99
- Honor Degree (Şeref Öğrencisi)	3.00 - 3.49
- High Honor Degree (Yüksek Şeref)	3.50 - 4.00

4.5 Overall classification of the qualification :

Satisfactory/Başarılı

5 INFORMATION ON THE FUNCTION OF THE QUALIFICATION

5.1 Access to further study:

May apply to graduate programmes.

5.2 Professional status (if applicable):

This degree enables the graduate to practice the profession.

6 ADDITIONAL INFORMATION

6.1 Additional information:

N/A

6.2 Further information sources:

University web site: <http://www.atilim.edu.tr>

Department of Public Relations and Advertising Web Site: <http://pr.atilim.edu.tr>

The Council of Higher Education Web site: <http://www.yok.gov.tr>

The Turkish ENIC-NARIC web site: <http://www.enic-naric.net/index.aspx?c=Turkey>

7 CERTIFICATION OF THE SUPPLEMENT

7.1 Date : 15.06.2010
7.2 Name and Signature : Hamiyet Aydoğan
7.3 Capacity : Head of Student Affairs
7.4 Official stamp or seal

