



Marmara University Faculty of Communication
Department of Public Relations and Publicity
Educational Objectives

Our aim is to train graduates with the following characteristics:

- Professionals who have internalized ethical principles, prioritize public interest, and are sensitive to human, societal, and environmental issues.
- Professionals who understand the local and global characteristics and requirements of their profession.
- Individuals with basic communication skills and the ability to effectively use information and communication technologies.
- Academically and intellectually equipped in the fields of social sciences, communication, and public relations.
- Capable of following developments in communication technology and socio-cultural fields, and able to analyze these developments in line with professional practices.
- Able to integrate theoretical knowledge with practical applications, meeting the needs and expectations of the public relations industry.
- Creative and critical thinkers who can serve as public relations experts.