



**TR
İSTANBUL KÜLTÜR UNIVERSITY
STUDENT AFFAIRS OFFICE**

TRANSCRIPT

20.01.2021

Number : 38515353 / B169634
Student : 0905040015
Name : EZGI KUK
TR ID Number : 11308668700
Faculty/V.School : FACULTY OF ART AND DESIGN
Department : COMMUNICATION ARTS (FULL SCHOLARSHIP)
Registration Date : 01.09.2009 **Graduation Date** : 13.08.2013
Credit System / Education Language : LOCAL / 100% TURKISH



Course	1.Semester	Grades	ECTS Credits	Local Credits	Course	2.Semester	Grades	ECTS Credits	Local Credits
ISN 102	COMMUNICATION ARTS WORKSHOP I	B	4	2	ISN 206	CREATIVITY IN COMMUNICATION	A	3	2
ISN 103	GENERAL PSYCHOLOGY	A	3	2	ISN202	COMMUNICATION ARTS WORKSHOP II	B+	4	2
ISN 104	Effective Communication	A-	2	2	ISN203	BEHAVIOURAL SCIENCES	A	3	2
ISN 105	COMPUTER I	Y	3	0	ISN204	INTRODUCTION TO ADVERTISING	A-	3	2
ISN106	BASIC THEORY AND PRINCIPLES OF PUBLIC RELATIONS	B-	3	2	ISN205	COMMUNICATION THEORIES	B+	2	2
ISN107	BASIC PRINCIPLES OF MARKETING I	A-	3	2	ISN207	BASIC PRINCIPLES OF MARKETING II	B+	3	2
STF001	Basic Design I	A-	4	2	ISN208	COMPUTER II	Y	3	0
STF002	Communication Arts	B	3	2	STF051	Basic Design II	A-	4	2
UN 101	ATATURK'S PRINCIPLES AND HISTORY OF TURKISH REVOLUTION I	Y	2	0	UN 201	ATATURK'S PRINCIPLES AND HISTORY OF TURKISH REVOLUTION II	Y	2	0
UN 102	TURKISH I	Y	2	0	UN 202	TURKISH II	Y	2	0
UN 110	Fine Arts I	A-	2	2	UN 210	Fine Arts II	B+	2	2
Course	3.Semester	Grades	ECTS Credits	Local Credits	Course	4.Semester	Grades	ECTS Credits	Local Credits
ISN301	IMAGODOLOGY	B	5	2	ISN401	SEMIOTICS	B+	5	2
ISN304	INTERPERSONAL COMMUNICATION	A-	5	2	ISN403	SOCIOLOGY	A	5	2
ISN305	CORPORATE CULTURE	A	5	2	ISN404	PERSUASION IN COMMUNICATION	B-	5	2
UN 333	FOREIGN LANGUAGE I (ENGLISH)	Y	3	0	UN 444	FOREIGN LANGUAGE II (ENGLISH)	Y	3	0
Course	5.Semester	Grades	ECTS Credits	Local Credits	Course	6.Semester	Grades	ECTS Credits	Local Credits
ISN5101	VISUAL SEMIOTICS	A	5	2	ISN6100	INTERNSHIP I	Y	3	0
ISN5102	MARKET RESEARCH AND PRACTICES	B+	5	2	ISN6101	POLITICAL COMMUNICATION	A-	3	2
ISN5103	SEMINAR III	A	4	2	ISN6102	MEDIA PLANNING	B	4	2
ISN5104	CONSUMER BEHAVIOUR	A	4	2	ISN6103	SEMINAR IV	A-	4	2
					ISN6104	BRAND MANAGEMENT	B+	4	2
Course	7.Semester	Grades	ECTS Credits	Local Credits	Course	8.Semester	Grades	ECTS Credits	Local Credits
ISN0101	Graduation Project I	A-	10	2	ISN0102	GRADUATION PROJECT II	A-	10	2
ISN7102	COMMUNICATION LAW	B-	3	2	ISN8100	INTERNSHIP II	Y	3	0
ISN7103	SEMINAR V	A-	4	2	ISN8101	NEW MEDIA	A-	2	2
ISN7104	STRATEGIC PLANNING	A	4	2	ISN8103	SEMINAR VI	A-	4	2
					ISN8104	BUSINESS MANAGEMENT	B	2	2

GRADE SCHEME

Grades	Variant	Grades	Variant	Grades	Variant	Grades	Variant
A	4.0	B	3.0	C	2.0	D	1.0
A-	3.7	B-	2.7	C-	1.7	D-	0.7
B+	3.3	C+	2.3	D+	1.3	F,FD,FF	0.0

T : Transfer	E : Incomplete
M : Exemption	P : In Progress
V : Withdrawn	F : Fail
Y : Pass	Z : Fail

In the calculation of SGPA and GPA, all grades from A to F are taken into account. P, E, V, Y and Z are excluded. However, in calculating the total credits of the student, P, Y and Z are taken into consideration.

Without prejudice to the provisions related to course load, students can repeat all courses for which they earned C-, D+, D or D- to increase their GPA.

ECTS = The European Credit Transfer and Accumulation System

MP = Major Program

GPA = Grade Point Average

Credit = National Credit System

SPGA = Semester Grade Point Average



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Course	Elective Courses	Grades	ECTS Credits	Local Credits	Course	Elective Courses	Grades	ECTS Credits	Local Credits
ISN 330 2S	ADVERTISING WORKSHOP I	A	2	2	ISN 430 2S	ADVERTISING WORKSHOP II	B-	2	2
ISN316 2S	TELEVISION ADVERTISING I	A	2	2	ISN328 2S	ADVERTISING TEXT AUTHORSHIP I	B-	3	2
ISN329 2S	ADVERTISING DISCOURSE I	A-	2	2	ISN4212 2S	ADVERTISING CAMPAIGNS	B+	3	2
ISN422 2S	TELEVISION ADVERTISING II	B	2	2	ISN424 2S	ADVERTISING DISCOURSE II	A-	3	2
ISN5205	SCENARIO WRITING TECHNIQUES FOR ADVERTISING	B	3	2	ISN5208	ADVERTISING GRAPHICS I	A-	3	2
ISN5209	ADVERTISING FILM PRODUCTION - MANAGEMENT I	A	3	2	ISN528 2S	ADVERTISING WORKSHOP III	A-	3	2
ISN6201	ADVERTISING WORKSHOP IV	B+	3	2	ISN6208	ADVERTISING GRAPHICS II	B+	3	2
ISN6209	ADVERTISING FILM PRODUCTION - MANAGEMENT II	A	3	2	ISN626 2S	CORPORATE ADVERTISING	A	3	2
ISN7212 2S	ADVERTISING MEASUREMENT AND EVALUATION	A	3	2	ISN7216 2S	INTERNET ADVERTISING I	A-	3	2
ISN72A 2S	BRAND STRATEGIES	A-	3	2	ISN8203	Political Advertising	A	3	2
ISN8204	TALENT ORIENTATION AND MANAGEMENT	A-	3	2	ISN8206	ADVERTISING LANGUAGE ANALYSIS	A-	3	2
Total Credits 120					GPA 3,55				

E-İmzalıdır/E-Signed.

SENNUR YILMAZ

HEAD OF STUDENT AFFAIRS OFFICE

This document is electronically signed with Secure Electronic Signature in accordance with the Electronic Signature Law No 5070.

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GRADE SCHEME

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