

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 non-compulsory 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 European Higher Education Area (EHEA). 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. The structure of first and second cycles is separate except for dentistry, pharmacy, medicine and veterinary programmes which are one-tier systems (lisans ve yüksek lisans bütünlük programları). The duration of these one-tier programmes is five years (300 ECTS) except for medicine which lasts six years (360 ECTS). The level of qualifications in these one-tier programmes is equivalent to that of second cycle including first cycle.

Graduate level of study consists of second cycle (master's-yüksek lisans derecesi) and third cycle (doctorate-doktora derecesi) degree programmes.

Second cycle degrees are divided into two sub-types named as master with thesis and master without thesis. The master programmes with thesis require 120 ECTS credits, which consist of courses, a seminar, and a thesis. Master programmes without thesis require 60 to 90 ECTS credits and consist of courses and a semester project. These programmes do not give direct access to third-cycle doctoral studies; for access to third-cycle programmes candidates should fulfil the thesis and other requirements of master programmes with thesis. 60 ECTS non-thesis master programmes are exceptional and exist in a few disciplines. Third cycle (doctorate with master degree) degree programmes are completed having earned 240 ECTS credits, which consist of completion of courses, a seminar, passing a scientific proficiency examination and a doctoral thesis. Third cycle (doctorate with bachelor degree) degree programmes are completed having earned 300 ECTS credits, which consist of completion of courses, a seminar, passing a scientific proficiency examination and a doctoral thesis. Proficiency in art, specialisation in medicine and in dentistry are accepted as equivalent to third cycle programmes, the last two being carried out within the faculties of medicine and dentistry, university hospitals and the training hospitals operated by the Ministry of Health.

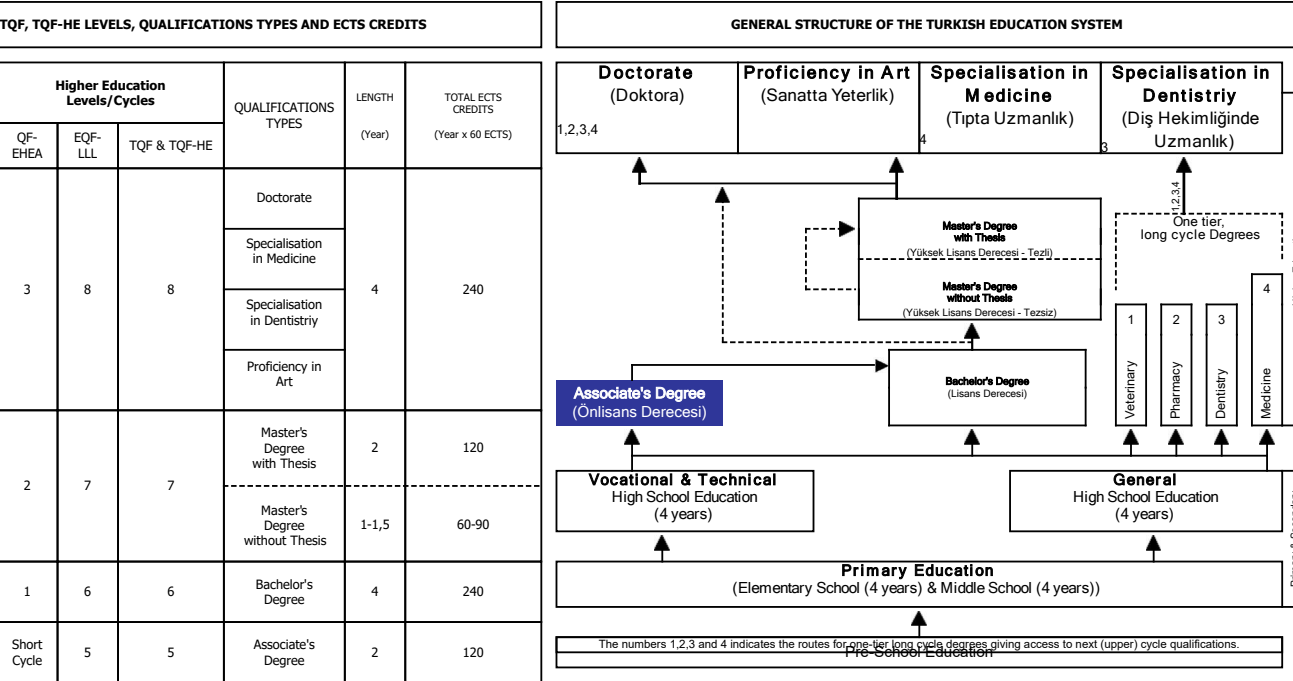
Universities consist of graduate schools (Institutes) offering second cycle and third cycle degree programmes, faculties offering first cycle programmes, four-year professional higher education schools offering first cycle degree programmes and two-year vocational schools offering short cycle degree programmes.

Admission requirements: Admission of national students to short and first cycle degree programmes is centralised 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 international 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.

Turkish National Qualifications Frameworks: The National Qualifications Framework for Higher Education in Turkey (TQF-HE, TYYÇ in Turkish) developed with reference to the QF for European Higher Education Area and the EQF for lifelong learning was adopted by the CoHE in 2010. Later in 2015, the framework became a part of Turkish Qualifications Framework (TQF, TYÇ in Turkish) which was designed as a single framework in harmony with the European Qualifications Framework and displays all qualifications gained through vocational, general and academic programs including primary, secondary and higher education or other learning environments. The framework was referenced with the EQF in 2017.

TQF consists of 8 levels in which the higher education lies from 5 to 8. The levels of TQF and TQF-HE with reference to the European Overarching Qualifications Frameworks as well as that to ECTS credits and student workload are shown below.

Turkish Quality Assurance System: The Higher Education Quality Council of Turkey (THEQC) was founded as an autonomous public legal entity in 2015, and



MANİSA CELAL BAYAR UNIVERSITY

DIPLOMA SUPPLEMENT

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Diploma No : MCBU_202417130001
Diploma Date : 19.03.2025

The purpose of the Diploma 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 were pursued and successfully completed by the individual named on the original qualification to which this supplement is appended. It is free from any value judgements, equivalence statements or suggestions about recognition. This Diploma Supplement model was developed by European Commission, Council of Europe and UNESCO.

1 - INFORMATION IDENTIFYING THE HOLDER OF THE QUALIFICATION

1.1. Last name(s) : BOZKURT
1.2. First name(s) : BÜŞRA
1.3. Date of birth (day/month/year) : 16.08.1999
1.4. Student identification number or code (if available) : 181713005

2 - INFORMATION IDENTIFYING THE QUALIFICATION

2.1. 2.1 Name of the qualification and (if applicable) title conferred:
Halkla İlişkiler ve Tanıtım (İ.Ö)(A.D.) Derecesi
2.2. Main field(s) of study for the qualification:
Public Relations and Presentation
2.3 Name and status of awarding institution:
Manisa Celal Bayar Üniversitesi, Devlet Üniversitesi
Manisa Celal Bayar University, State University
2.4. Name and status of institution (if different from 2.3) administering studies:
Same as 2.3
2.5 Language of instruction/examination:
Turkish

3 - INFORMATION ON THE LEVEL AND DURATION OF THE QUALIFICATION

3.1. Level of qualification:
Short Cycle (Associate`s) Degree
3.2 Official duration of programme in credits and/or years:
2 years (120 ECTS), 4 Semesters, 16-18 weeks per semester
3.3. Access requirement(s):
For Turkish Citizens:
(1) High School Diploma, (2) Placement through a centralised, nation-wide student selection and placement examination organized by Assessment, Selection and Placement Centre (ÖSYM). Candidates gain access to the programmes based on their composite scores consisting of the scores on the centralized exam and high school grade point averages.
For International Students
High School Diploma and its "Certificate of Equivalency" granted by the Turkish Ministry of National Education (MoNE). Candidates gain access to the programmes based on their high school grade point averages.

4 - INFORMATION ON THE PROGRAMME COMPLETED AND THE RESULTS OBTAINED

4.1. Mode of Study:
Full Time

4.2. Programme learning outcomes:

Aims:

Objectives:

Key Learning Programme Outcomes:

To be able to identify, identify and analyze communication problems related to internal and external stakeholders of the institution even in the most difficult conditions and to be able to apply appropriate and effective communication methods for this problem To be able to have sufficient knowledge about computer programs, information and communication technologies which can be used in professional studies and to be able to use them effectively To be able to gain the ability to convince individual and corporate in line with the objectives To able to establish effective communication with the internal and external stakeholders of the institution on the basis of the information gained To be able to acquire basic information in the field of business management and organization, to be able to use the information gained in the management science field in determination of professional problems and solution To be able to have sufficient knowledge and application level about consumer behavior and effective, persuasive communication skills To be able to gain creative and entrepreneurial qualities, open to change, sensitive to social issues, having critical and solution-oriented perspectives, able to practice thinking To be able to make independent decision making within the framework of authority, to communicate by expressing emotions and thoughts verbally or non-verbally, clearly and clearly To be able to assume responsibilities in accordance with team work and to act in the spirit of team spirit To be able to have professional, moral and ethical responsibility To be able to understand the importance of communication in business life To be able to have intermediate level foreign language knowledge ability which can be used in international business studies which can follow professional development and foreign literature in international platform To be able to using a foreign language to follow the information in the field and communicate with colleagues

Graduation Requirements:

A student is required to have a minumum CGPA of 2.00 / 4.00 and no falling grades.

4.3 Programme details and individual credits gained, and grades/marks obtained:

Course Code	Course Title	Course Category	Institutional Credits	ECTS Credits	Grade
Semester 1					
AIT 1101	Ataturk s Principles and History of Revolution I	C	2	2	BA
GMY 1231	Culture of University Life	E	1	1	G
HIT 1101	General Communication	C	3	4	CB
HIT 1113	Business Administration	C	3	4	CC
HIT 1121	Fundamentals Of Public Relations	C	3	4	CC
HIT 1161	Basic Law	C	3	4	CB
HIT 1171	Behavioral Sciences	C	3	3	CB
HIT 1181	Mathematics	C	3	4	CC
TDL 1111	Turkish Language I	C	2	2	CB
YDI 1121	Foreing Language I	C	2	2	CC
Semester 2					
YDI 1122	Foreing Language II	C	2	2	BB
TDL 1112	Turkish Language II	C	2	2	CC
HIT 1192	Industry Based Education I (Internship I)	C	0	4	G
HIT 1118	Organizational BehaVlor	C	3	4	BB
HIT 1124	Information and Document Management	C	3	4	CC
HIT 1114	Public Relations Management	C	4	4	CC
HIT 1112	Computer Office Programs	C	4	4	DC
GMY 1232	The Social Environment Culture	E	1	1	G
AIT 1102	Ataturk s Principles and History of Revolution II	C	2	2	CB
HIT 1116	Marketing Management	C	3	3	DC
Semester 3					
HIT 2127	Research Methods and Techniques	C	3	4	DC
HIT 2125	Advertising	C	3	4	BA
HIT 2117	Protocol and Social Behavior Rules	C	3	5	CC
HIT 2119	Photography Techniques and News Photography	C	3	4	BB
HIT 2103	Public Relations Planning and Applications	C	4	5	CB
GMY 2255	Innovation Management	E	3	4	CB
HIT 2115	Brand and Brand Strategies	C	3	4	CC
Semester 4					
HIT 2136	Corporate Public Relations	C	4	5	DD
CBU 2401	Entrepreneurship	E	4	5	BB
HIT 2116	Event Management	C	3	4	AA
HIT 2118	Effective Communication Techniques	C	3	4	DC
HIT 2126	Customer Relationship Managament	C	3	4	AA
HIT 2128	Mass Communication Law	C	3	4	AA
HIT 2194	Industry Based Education II (Internship II)	C	0	4	M

Total Credits Obtained : 110(Institutional), 120 ECTS Cumulative Grade Point Average (CGPA) : 2.43 out of 4.00

C : Compulsory ; E : Elective

4.4. Grading system and (if available) grade distribution table:

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:

Mark	Grades	Grade Points	Status
90-100	AA	4.0	Excellent
85-89	BA	3.5	Very Good
80-84	BB	3.0	Good
75-79	CB	2.5	Satisfactory
70-74	CC	2.0	Average
65-69	DC	1.5	Conditional Pass
60-64	DD	1.0	Conditional Pass
50-59	FD	0.5	Fail
0-49	FF	0.0	Fail

*A student having passed a course with a (DC) or (DD) grade is considered successful if they have a GPA of 2.00 and over in the given term.

F : Staple is given to students. Average accounts involved

G : Is given to students who are successful in non-credit courses. (G) accounts not included in the average grade.

K : Credit is given to students who fail courses. (K) accounts not included in the average grade.

M : The grade (M) is given to the students who are exempt from that course, (M) accounts not included in the average grade.

S : Lasting more than half of the year and maintained a successful completion of course work and is given for the Project.

4.5. Overall Classification of the qualification:

Genel Not Ortalaması : 2.43 / 4.00 ; Başarılı,

Cumulative Grade Point Average (CGPA): 2.43 / 4.00 ; Successful,

5 - INFORMATION ON THE FUNCTION OF THE QUALIFICATION

5.1. Access to further study

: Upon successful completion of this programme, students may apply to first cycle degree programmes in or a related field of the study and gain access to these programmes through a centralised, nation-wide Vertical Transfer Examination (Dikey Geçiş Sınavı).

5.2. Access to regulated profession (if applicable):

: This degree enables the graduate to exercise his/her profession in or a related field of the study.

6 - ADDITIONAL INFORMATION

6.1. Additional information :

Preparation Information :
Optional Internship Information :
Accreditation :
Exchange Program :

6.2. University web site

University's ECTS Course Catalogue

YÖK/CoHE website

YÖKAK/THEQC website

The Turkish ENIC-NARIC website

TYÇ/TQF website

TYYÇ/TQF-HE website

: <https://www.mcbu.edu.tr>

: <https://www.mcbu.edu.tr/Sayfa/bilgipaketi>

: <https://www.yok.gov.tr>

: <https://yokak.gov.tr>

: <https://denklik.yok.gov.tr/enic-naric-tr-tanima-ofisi>

: <https://www.myk.gov.tr/index.php/en/turkiye-yeterlilikler-cercevesi>

: <https://www.ttyc.yok.gov.tr>

7 - CERTIFICATION OF THE SUPPLEMENT

7.1 Date : 12.05.2025

7.2 Name and Signature : AYHAN BİLİR

7.3 Capacity : Head of the student Registrar's Office

7.4 Official stamp or seal

