Course Syllabus

Code - Course Title	**İSN307 - Advertising**
Course Type	V. SEMESTER
Laboratory + Practice	3+0
ECTS	**4.5**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	ÖĞR. GÖR. BİLGE SANDIKCIOĞLU

Mode of Delivery	The mode of delivery of this course is Face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		What is advertising business?	
Week - 2		Theories of advertising.	
Week - 3		Practical models.	
Week - 4		Theories of learning and their role in advertising.	
Week - 5		Advertising media.	
Week - 6		Advertising media planning terminology and its processes.	
Week - 7		Advertising media planning terminology and its processes.	
Week - 8		Advertising Planning.	
Week - 9		Creative processes in advertising.	
Week - 10		Print ad types.	
Week - 11		Billboards and open air ads.	
Week - 12		TV advertising.	
Week - 13		Ad message appeals.	
Week - 14		Wrapping up and presentations.	

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	50
Final Exam	1	50
	Sum (%)	**100**