Course Syllabus

Code - Course Title	**RHİ219 - Advertising**
Course Type	III. SEMESTER
Laboratory + Practice	3+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	DOÇ. DR. AYLA TOPUZ SAVAŞ

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	Marketing Communication
Recommended Resources	Advertising and the Mind of the Consumer Max Sutherland
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The Concept of Advertisement; Goals of Advertisement	
Week - 2		The Concept of Advertisement; Goals of Advertisement	
Week - 3		Development of Advertisement	
Week - 4		Social, Economic and Legal Aspects of Advertisement	
Week - 5		Social, Economic and Legal Aspects of Advertisement	
Week - 6		Social, Economic and Legal Aspects of Advertisement	
Week - 7		Analysis of Othelr Selling Efforts, Competition, Economic Structure, Legal Limits	
Week - 8		Planning of Advertisement Campaign; The Process of Advertisement Campaign	
Week - 9		Writing Advertisement Text; Creating Advertisement for Pressed Media	
Week - 10		Media Planning and Choosing Media Advertisement Budget	
Week - 11		Media Planning and Choosing Media Advertisement Budget	
Week - 12		Measuring of Advertisement Effectiveness	
Week - 13		Advertisement in Turkey	
Week - 14		International Advertisement	

Learning Outcomes

#	Learning Outcome
1	explains ad creative strategy and concepts
2	defines and compares communication effect researches about creative strategy
3	questions models, theories and concepts about effective creative strategies
4	develops new creative research questions between creative strategy and communication effects

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	40
Final Exam	1	60
	Sum (%)	**100**