## Course Syllabus

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| **Code - Course Title** | **RHİ537 - Theory and Research in Digital Advertising** |
| **Course Type** | I. SEMESTER |
| **Laboratory + Practice** | 3+0 |
| **ECTS** | **6.0** |
| **Language of Instruction** | Türkçe |
| **Course Type** | Required Courses |
| **Course Instructor(s)** | DR. ÖĞR. ÜYESİ HALUK AKARSU |

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| **Mode of Delivery** | Face to face |
| **Prerequisites** | This lesson does not have prerequisites and co-requisites |
| **Recommended Resources** | Rodgers, S., & Thorson, E. (Eds.). (2017). Digital advertising: Theory and research. Routledge.Advances in Advertising Research, Book Series, Springer.Machlis, S. (2019). Practical R for Mass Communication and Journalism. Routledge. |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| **Week - 1** | | Digital Media and the Current State of Advertising | |
| **Week - 2** | | Digital Ad Formats | |
| **Week - 3** | | Dijital Media and Advertising Models | |
| **Week - 4** | | Dijital Media and Advertising Models | |
| **Week - 5** | | Trends in Digital Advertising Research: Interaction | |
| **Week - 6** | | Trends in Digital Advertising Research: Content Creation | |
| **Week - 7** | | Trends in Digital Advertisng Research: Personalization, Targeting | |
| **Week - 8** | | Trends in digital Advetising Research: User Privacy | |
| **Week - 9** | | New Research Approaches | |
| **Week - 10** | | Digital Media and Data Collection Techniques | |
| **Week - 11** | | Data Collection from Social Networks | |
| **Week - 12** | | Data Collection Practice | |
| **Week - 13** | | Data Collection Practice | |
| **Week - 14** | | Data Collection Practice | |

## Learning Outcomes

| # | Learning Outcome |
|---|---|
| 1 | Describe the transformation of advertising in the digital age. |
| 2 | Describe and predict the research trends in digital advertising. |
| 3 | Collect data for the research from the digital environments. |
| 4 | Describe the advertising models and evaluate the different aspects of digital advertising through these models. |

## 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.*