Course Syllabus

Code - Course Title	**RHİ541 - Advertising Narrative and Analysis**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DOÇ. DR. SERDAR YILDIZ

Mode of Delivery	Face to Face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional program component for this course.
Recommended Resources	-
Work Placement	-

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Advertising Narrative	
Week - 2		Relationship between Advertising and Art	
Week - 3		Advertising, Literature and Narrative	
Week - 4		Advertising and Modern Art Movements	
Week - 5		Advertising and Postmodernism	
Week - 6		Advertising, Culture and Popular Culture	
Week - 7		Storytelling in Advertising	
Week - 8		Intertextual Advertising Analysis	
Week - 9		Transformation of Advertising Narrative in the Digital Age	
Week - 10		Creativity in Advertising in the Data-Driven Age	
Week - 11		Digital Storytelling	
Week - 12		Transmedia Storytelling	
Week - 13		Advertising Analysis Techniques	
Week - 14		Advertising Analysis Practice	

Learning Outcomes

#	Learning Outcome
1	Defines basic concepts about advertising narrative.
2	Explains the relationship between advertising, art and creativity.
3	Explains the relationship between advertising, culture and popular culture.
4	Understands the importance of the story phenomenon and storytelling in advertising.
5	Discusses the transformation of advertising narrative in the digital age.
6	Analyzes advertisements from an interdisciplinary perspective.

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.