Course Syllabus

Code - Course Title	**RHİ530 - Advertising Psychology**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. RASİME AYHAN YILMAZ

Mode of Delivery	face to face
Prerequisites	there is no prerequisities and co-requisities
Work Placement	work placements are not compulsory in order to attend the course

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Understanding the effects of advertising : communication and psychological perspective	
Week - 2		Classic and contemporary approaches of conceptualizing advertising effectiveness	
Week - 3		How consumers acquire and process information from advertising	
Week - 4		How advertising affects consumer memory	
Week - 5		How consumers form attitudes towards products	
Week - 6		How consumers yield to advertising: principles of persuasion and attitude change	
Week - 7		How advertising influences buying behaviour	
Week - 8		Midterm	
Week - 9		Beyond persuasion: achieving consumer compliance without changing attitudes	
Week - 10		To understand online advertising	
Week - 11		Persuasion via online interpersonal communication	
Week - 12		Case studies	
Week - 13		Case studies	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	By the end of this course, students are expected to be able to have outcomes listed below: 1. Interpretation of advertising activitiy 2. To associate advertisements and consumer memory 3. Discuss the change of persuasion and attitude 4. Discuss persuasion via online interpersonal communication

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.