Course Syllabus

Code - Course Title	**RHİ604 - Advertising Theories**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. RASİME AYHAN YILMAZ

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		Persuasian and the roots of persuasion	
Week - 2		Persuasion and propaganda	
Week - 3		Attitude concept and constructing substructures of attitude	
Week - 4		The models of persuasion that explains the effects of advertising	
Week - 5		Persuasive message types	
Week - 6		How advertising works?	
Week - 7		The psychology of advertising and mesage reception	
Week - 8		Brand strategies	
Week - 9		Creativity in advertising	
Week - 10		Creative thinking techniques	
Week - 11		Creative strategies in advertising	
Week - 12		Appeal types in advertising	
Week - 13		Style, tone and format types in advertising	
Week - 14		Analysis of sample commercials	

Learning Outcomes

#	Learning Outcome
1	distinguish concept of theory and model.
2	d illustrates hierarchy of belief's
3	e distinguishes persuasive
4	evaluate weakness and strength of advertising models and theories in todays world.

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