Course Syllabus

Code - Course Title	**GİT410U -**
Course Type	VIII. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	ASSIST. PROF. DR. HALUK AKARSU

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Advertising	
Week - 2		Development of Advertising Strategies	
Week - 3		Creativity in Advertising	
Week - 4		Advertising Design and Art	
Week - 5		Repetition of topics before the midterm exam I	
Week - 6		Repetition of topics before the midterm exam II	
Week - 7		Midterm	
Week - 8		Printed and Outdoor Advertising Applications	
Week - 9		Advertising Applications on Television	
Week - 10		Digital Advertising Applications and New Technologies	
Week - 11		Evaluation of Advertising Practices in the Context of Visual Communication	
Week - 12		Review of topics before the final exam I	
Week - 13		Review of topics before the final exam II	
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	Defining the concept of advertising
2	Explain the process of developing an advertising strategy
3	Explaining the subject of creativity in advertising

Learning Outcomes

#	Learning Outcome
4	Explaining the relationship between advertising and art
5	List print and outdoor advertising applications
6	Explaining the television advertising applications
7	Explaining digital advertising
8	Explaining the concept of visual 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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**