Course Syllabus

Code - Course Title	**HİT406U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	Prof. Dr. Müjgan Yazıcı

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The advertising campaign process and its levels and the sides to the advertising campaign are explained.	
Week - 2		Situation Analysis in Advertising Campaigns stages are described	
Week - 3		Strategic Planning and Creative Strategy are explained.	
Week - 4		How Creative Applications in Advertising are realized is explained with examples of different media	
Week - 5		Exam questions and answers for the first 4 units were realized	
Week - 6		Characteristics of Traditional Media as Advertising Tools and Media Planning are explained.	
Week - 7		It is explained how Digital Media Planning is realized in Advertising Campaigns.	
Week - 8		It is explained how effectiveness measurement is realized in advertising campaigns.	
Week - 9		The relationship between Advertising Campaigns and Other Marketing Communication Practices is explained.	
Week - 10		Questions about the last 4 units of the book are asked and answered.	
Week - 11		Yok	
Week - 12		Yok	
Week - 13		Yok	
Week - 14		Yok	

Learning Outcomes

#	Learning Outcome
1	Designing the advertising campaign process effectively and efficiently

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**