Course Syllabus

Code - Course Title	**MAİ201U -**
Course Type	III. SEMESTER
Laboratory + Practice	0+0
ECTS	**7.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ASSIST. PROF. DR. HALUK AKARSU

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		What is advertising?	
Week - 2		What is advertising?	
Week - 3		Integrated Marketing Communications and Advertising	
Week - 4		Integrated Marketing Communications and Advertising	
Week - 5		Communication Effects of Advertising	
Week - 6		Communication Effects of Advertising	
Week - 7		Midterm	
Week - 8		Advertising Industry and Institutions	
Week - 9		Advertising Industry and Institutions	
Week - 10		Advertising and Consumers	
Week - 11		Advertising and Consumers	
Week - 12		Advertising Planning Process	
Week - 13		Advertising Planning Process	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Defines the functions of advertising.

Learning Outcomes

#	Learning Outcome
2	Explains the communication dimension of the marketing mix elements
3	Explains how advertising works
4	Explains the roles and functions of advertising agencies
5	Identifies consumer behavior in advertising and its importance
6	Defines the processes of advertising planning

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**