Course Syllabus

Code - Course Title	**MEİ210U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. HALİL İBRAHİM GÜRCAN

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There are no lessons related with the suggested lesson.
Recommended Resources	NA
Work Placement	There is no internship or practice for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Media, Culture and Advertising	
Week - 2		Media, Culture and Advertising	
Week - 3		Advertising History	
Week - 4		Press and Advertising	
Week - 5		Press and Advertising	
Week - 6		Radio and Advertising	
Week - 7		Television and Advertising	
Week - 8		Television and Advertising	
Week - 9		Internet and Advertising	
Week - 10		Internet and Advertising	
Week - 11		Mobile Advertising	
Week - 12		Mobile Advertising	
Week - 13		Ethics, Legal Regulations and Control in Advertising	
Week - 14		Ethics, Legal Regulations and Control in Advertising	

Learning Outcomes

#	Learning Outcome
1	Will be able to define the relationship between media, culture and advertisement.
2	Will be able to explain the history of advertisements.
3	Will be able to explain print advertisements.
4	Will be able to explain radio advertisements.
5	Will be able to explain television advertisements.
6	Will be able to interpret internet ads and mobile ads.
7	Will be able to discuss the ethical principles in advertising.
8	Will be able to interpret the legal regulations in the field of advertising.

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**