

ADVERTISING CAMPAIGNS

1	Course Title:	ADVERTISING CAMPAIGNS	
2	Course Code:	PZRS034	
3	Type of Course:	Optional	
4	Level of Course:	Short Cycle	
5	Year of Study:	2	
6	Semester:	4	
7	ECTS Credits Allocated:	3.00	
8	Theoretical (hour/week):	1.00	
9	Practice (hour/week):	2.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	None	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Öğr. Gör. FATİH BİLİCİ	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	bilici@uludag.edu.tr Tel:(0224)6133102/61533	
17	Website:		
18	Objective of the Course:	Planning of advertising campaigns, writing advertising texts, assessing the effectiveness of advertising.	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	Being able to design the advertising campaign according to an efficient communication process
		2	Being able to direct and manage an efficient advertising campaign process
		3	Being able to make and give briefings in line with customer expectations
		4	Being able to define advertisement types to be applied according to the product or media type
		5	Being able to have and apply knowledge of all advertising techniques and types
		6	Being able to constitute and apply an advertising campaign process
		7	Being able to comprehend the differences between global and local advertising campaigns
		8	Being able to measure the advertising campaign efficiency
		9	
		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	Advertising, Concepts, Definitions, Strategies and Technics	Recent examples	
2	Advertising Campaign in the world and Turkey and Technics	Recent examples	

3	Advertising Campaigns and Society	Recent examples
4	Subliminal Advertising	Recent examples
5	Target Audience and Budget in Advertising Campaign Plan	Recent examples
6	Parties of the Advertising Campaign Process	Recent examples
7	Communication Tools Used in Advertising Campaigns	Recent examples
8	Advertising Design	
9	Advertising Campaigns and Technics in Printed Media	Recent examples
10	Advertising Campaigns and Applications on Radio and Television	Recent examples
11	Internet Advertising and Technics	Recent examples
12	Political Advertising Campaigns and Technics	Recent examples
13	Social Content Advertising Campaigns and Technics	Recent examples
14	Ethical Practices in Advertising Campaigns	Recent examples

Activities	Number	Duration (hour)	Total Work Load (hour)
23. Assessment			
Theoretical	14	1.00	14.00
TERM I LEARNING ACTIVITIES	NUMBER	WEIGHT	
Practicals/Labs	14	2.00	28.00
Mid-term Exam			
Self study preparation	1	4.00	28.00
Homeworks	0	0.00	0.00
Project work-project	0	0.00	0.00
Field Studies	0	0.00	0.00
Module			
Mid-term exams	2	100.00	7.00
Others	0	0.00	0.00
Success Grade			
Final Exams	1	14.00	14.00
Total Work Load			98.00
Total work load/ 30 hr	100.00		3.03
ECTS Credit of the Course			3.00
Course			

[illegible]

ÖK4	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0
ÖK5	0	0	0	0	0	3	4	0	0	0	0	0	0	0	0	0
ÖK6	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK7	0	0	0	0	0	3	4	0	0	0	0	0	0	0	0	0
ÖK8	0	0	0	0	0	3	4	0	0	0	0	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			