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
22	Textbooks, References and/or Other Materials:	Nedir bu reklam?, Prof.Dr.Muazzez Babacan,Beta Yayınları Reklamlardan Sonra;Güven Borça, MediaCat Yayınları Küçük Bir Reklam Bütçesiyle Büyük Sonuçlar;Cynthia Smith,Alfa Yayınları Ölçülebilir Reklam Hedefleri İçin Reklam Hedeflerini Tanımlamak;Solomon Dutka Reklamcılık Vakfı Yayınları Akılda Kalan Nedir?;Rex Brıggs&Gres Stuart, MediaCat Yayınları
23	Assesment	

TERM LEARNING ACTIVITIES	NUMBER	WEIGHT
Midterm Exam	1	40.00
Quiz	0	0.00
Home work-project	0	0.00
Final Exam	1	60.00
Total	2	100.00
Contribution of Term (Year) Learning Activities to Success Grade	40.00	
Contribution of Final Exam to Success Grade	60.00	
Total	100.00	
Measurement and Evaluation Techniques Used in the Course		

24	ECTS / WORK LOAD TABLE

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	1.00	14.00
Practicals/Labs	14	2.00	28.00
Self study and preperation	14	2.00	28.00
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	7.00	7.00
Others	0	0.00	0.00
Final Exams	1	14.00	14.00
Total Work Load			98.00
Total work load/ 30 hr			3.03
ECTS Credit of the Course			3.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	1	2	1	2	2	2	2	2	3	0	0	0	0	0	0	0
ÖK2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
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