

# ADVERTISING AND CREATIVE THINKING IN FOOD INDUSTRY

1	Course Title:	ADVERTISING AND CREATIVE THINKING IN FOOD INDUSTRY	
2	Course Code:	TRE5330	
3	Type of Course:	Optional	
4	Level of Course:	Second Cycle	
5	Year of Study:	1	
6	Semester:	2	
7	ECTS Credits Allocated:	6.00	
8	Theoretical (hour/week):	3.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:		
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Prof. Dr. ŞULE TURHAN	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	Prof. Dr. Şule Turhan Uludag University, Faculty of Agriculture, Dept. Of Agr. Economics, 16059, Görükle Bursa, TURKEY.	
17	Website:		
18	Objective of the Course:	The definition of advertising, subtitles, general concepts and approaches, basic definitions and classifications as basic functions in the communication process, to be addressed by establishing relations with neighbors application. Basic and elementary information about advertising the aim of course is to create applications on the transposition and food industry.	
19	Contribution of the Course to Professional Development:	To communicate effectively, to gain the ability to eliminate communication barriers, and to use time effectively	
20	Learning Outcomes:		
		1	Identifies the actors in the marketing process
		2	Questioning the ability to win
		3	Knows his place in the concept of advertising and marketing
		4	Understand advertising communication process and components
		5	Theoretical hardware earns about ad creation process
		6	Communication tools and allows the advertising medium
		7	Learn what the development in advertising strategy and develop strategy
		8	Research, planning, evaluation, and will have information about all processes involving the application.
		9	
		10	
21	Course Content:		
		<b>Course Content:</b>	
Week	Theoretical	Practice	
1	Definition of advertising		

2	The subtitle of Advertising	
3	General concepts and approaches	
4	Effective advertising	
5	Posts strategies	
6	Corporate advertising	
7	The development of national and international advertising in the advertising process	
8	Presentation of Paper	
9	Presentation of Paper	
10	Presentation of Paper	
11	Brand creation, followed by advertising and promotion management process	
12	Advertising management process	
13	Samples from the food industry	
14	Samples from the food industry	

22	Textbooks, References and/or Other Materials:			
Activites		Number	Duration (hour)	Total Work Load (hour)
Theoretical		14		
Midterm Exam	1	40.00	3.00	42.00
Practicals/Labs		0	0.00	0.00
Self study and preparation		14		
Home work-project	1	60.00	4.00	56.00
Homeworks		2	5.00	10.00
Projects		14		
Total	2	100.00	4.00	56.00
Field Studies		0	0.00	0.00
Success Exams		1	10.00	10.00
Others		0	0.00	0.00
Final Exams		0		
Total		100.00	10.00	0.00
Total Work Load				184.00
Total work load/ 30 hr				5.80
ECTS Credit of the Course				6.00

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	1	1	2	1	1	1	1	1	1	1	1	0	0	0	0
ÖK2	1	4	1	1	1	2	1	1	1	1	1	1	0	0	0	0
ÖK3	1	1	1	1	2	1	1	1	1	1	1	2	0	0	0	0
ÖK4	1	1	1	1	2	1	1	3	1	2	1	1	0	0	0	0

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