

## ADVERTISING AND WRITING TEXT ADS

1	Course Title:	ADVERTISING AND WRITING TEXT ADS	
2	Course Code:	GRTZ109	
3	Type of Course:	Compulsory	
4	Level of Course:	Short Cycle	
5	Year of Study:	1	
6	Semester:	1	
7	ECTS Credits Allocated:	3.00	
8	Theoretical (hour/week):	3.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	None	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Dr. Öğr. Üyesi A. MEHTAP SAĞOÇAK	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	Teknik Bilimler MYO msagocak@uludag.edu.tr / tel: 2942308	
17	Website:		
18	Objective of the Course:	Recognize advertising with all creative and producing processes as a form of communication and demonstrate effective concepts and graphic design solutions in the advertisement sector.	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	Conceive the processes, functions , medias and strategies of advertising
		2	Convert the creative concepts proposals to the effective visual messages
		3	Write advertising texts using the language effectively.
		4	Design ads by using current graphic softwares.
		5	Make effective oral and visual presentations
		6	Demonstrate creative and critical professional approach
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21	Course Content:		
		<b>Course Content:</b>	
Week	Theoretical	Practice	
1	The definition, purpose, properties, social and economic effects of Advertisements		
2	Printed advertising medias (newspapers, magazines, catalogues, brochures, flyers)		
3	Broadcasting medias (radio and TV)		

4	The other advertising medias (outdoor, cinema, posting, fairs and multimedia applications)	
5	Formation and steps of the Advertising campaign	
6	Purposes, Strategies, budgeting, and media decisions of the campaign	
7	Creating steps:message, topics, texts and catch phrases	
8	Repeating courses and midterm exam	
9	Production steps in the printing and broadcasting ad medias	
10	Importance of Perception within Advertising: using colour and symbols	
11	Positioning Strategies	
12	Re-positioning Strategies	
13	2 nd mid exam: campaign presentations	
14	Star strategy: Using famous people in Advertising	

22	Textbooks, References and/or Other Materials:	Yrd.Doç.Dr. Mehtap Sağocak Course notes Book A.,C ; Schick, D. (1998), Reklamcılıkta metin ve taslağın ilkeleri, Yayınevi yay. İst. Elden, M. (2000), , Her Yönüyle pazarlama iletişimi, Mediacat yay., Ankara Göksel. B.: Kocabaş F. : Elden M. (1997) Pazarlama
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Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	10	0.00	0.00
Practicals/Labs	0	0.00	0.00
Self study and preperation	20	2.00	20.00
Homeworks	1	5.00	5.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	0	0.00	0.00
Others	0	0.00	0.00
Final Exams	1	10.00	10.00
Total Work Load			90.00
Total work load/ 30 hr			3.00
ECTS Credit of the Course			3.00

TERM LEARNING ACTIVITIES	NUMBER	WEIGHT
Midterm Exam	1	25.00
Quiz	0	0.00
Home work-project	1	25.00
Final Exam	1	50.00
Total	3	100.00
Contribution of Term (Year) Learning Activities to Success Grade		50.00
Contribution of Final Exam to Success Grade		50.00
Total		100.00
Measurement and Evaluation Techniques Used in the Course		

24	ECTS / WORK LOAD TABLE															
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	3	4	4	2	3	3	4	2	2	4	5	5	0	0	0	0
ÖK2	5	4	5	4	5	5	5	4	5	3	5	5	0	0	0	0
ÖK3	2	2	5	2	2	3	4	2	2	2	4	4	0	0	0	0
ÖK4	4	2	2	3	3	5	5	5	5	5	3	4	0	0	0	0
ÖK5	5	3	5	5	5	5	5	5	5	3	5	4	0	0	0	0
ÖK6	5	5	5	3	3	5	3	5	5	3	5	5	0	0	0	0
LO: Learning Objectives    PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			