PSCHOLOGY OF ADVERTISEMENT

1	Course Title:	PSCHOLOGY OF ADVERTISEMENT
2	Course Code:	GRTS206
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):	2.00
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. Ögr. Üyesi A. MEHTAP SAĞOCAK
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:	Underline the role of advertisement on consumers behaviour with content and form
19	Contribution of the Course to Professional Development:	
20	Learning Outcomes:	

	1	Recognise the advertisement with its strategies and steps
	2	Discuss the social and Psychological effects of advertisements on consumers
	3	Demonstrate the skill and knowledge of effective advertisement design
	4	Present and defend the concept of advertisement
	5	Demonstrate the ability of interpretation and critisism of advertisement
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21	Course Content:	

Course Content:		
Week	Theoretical	Practice
1	The concept of motivation concerned with dynamics of behaviours, expectations,avoiding	
2	Evaluation of Attitudes,perceptions, beliefs related with motivation	
3	Information and feed-back process	

4	Propaganda with its definition, sources and developments		
5	Promotion with its fuctions, historical development and targets		
6	Promoting instituions and organizations in Turkey		
7	Advertising with the ethic and legal dimension		
8	Repeating courses and midterm exam		
9	Advertising-the historical development, purposes, functions and strategies		
10	Advertising medias, tools and forms		
11	Economic effects of advertising and its role for the market		
12	The Psychological dimension of advertisements		
13	Consumerism, consumer behaviours		
14	General evalutaions on campaigns		

| 22 | Textbooks, References and/or Other Materials: | Yrd.Doç.Dr. Mehtap Sağocak Reklam ve metin yazarlığı Ders Notları

Book A.,C ; Schick, D. (1998), Reklamcılıkta metin ve taslağın ilkeleri, Yayınevi yay. İst.

Elden, M. (2000), , Her Yönüyle pazarlama iletişimi, Mediacat yay., Ankara |

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	2.00	28.00
Practicals/Labs	0	0.00	0.00
Self study and preperation	14	2.00	28.00
Homeworks	1	14.00	14.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	10.00	10.00
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

Mediacat yay., ist

Sullivan, L. (2002), Satan reklam yaratmak, Mediacat yay. , İst.

Teker, U. (2003) Grafik Tasarım ve reklam, dokuz eylül yayınları, İzmir

| 23 | Assesment |

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	2	3	3	2	2	4	4	2	3	2	5	5	0	0	0	0
ÖK2	3	5	3	1	2	3	3	4	1	2	5	5	0	0	0	0
ÖK3	5	4	5	4	4	5	4	4	5	3	4	5	0	0	0	0
ÖK4	5	2	5	4	4	5	5	3	5	3	3	5	0	0	0	0
ÖK5	5	5	4	2	3	5	3	2	3	2	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**						