

ADVERTISING

1	Course Title:	ADVERTISING
2	Course Code:	PZRZ108
3	Type of Course:	Compulsory
4	Level of Course:	Short Cycle
5	Year of Study:	1
6	Semester:	2
7	ECTS Credits Allocated:	5.00
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:	Öğr.Gör. YALIN FEYZİ KORUKÇU
15	Course Lecturers:	Meslek Yüksekokulları Yönetim Kurullarının görevlendirdiği öğretim elemanları.
16	Contact information of the Course Coordinator:	ykorukcu@uludag.edu.tr, Tel: 2615540/60535
17	Website:	
18	Objective of the Course:	Aim is to comprehension of the students of the basic concepts and definitions of advertising as well as establishing a relation between other communication means and advertising, as a communication form.
19	Contribution of the Course to Professional Development:	Students contribute to their professional development by learning advertising practices.
20	Learning Outcomes:	
	1	Being able to explain the advertising concept to the scope of integrated marketing communication
	2	Being able to design advertising campaigns
	3	Being able to apply advertising strategies under the identities of advertiser and advertising agency
	4	Being able to comprehend advertising objectives and types and to apply this information in advertising techniques
	5	Being able to comprehend and apply the importance of research in advertising
	6	Being able to comprehend innovative studies in advertising
	7	Being able to solve problems possibly confronted during the advertising campaign period
	8	Being able to apply budget, media and channel studies
	9	Being able to analyze measurement results of advertising efficiency
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21	Course Content:	
	Course Content:	
Week	Theoretical	Practice

1	Concept, history and function of advertisement	
2	Objectives and types of advertisement	
3	The place of advertising in marketing communication	
4	Advertising agencies	
5	Research and strategic decisions in advertising	
6	Creative works in advertising	
7	Advertising production techniques	
8	Course review and Mid-term	
9	Advertising campaigns	
10	Media strategies, media planning and budget	
11	Measurement of advertisement efficiency	
12	Ethics in advertising	
13	Advertising campaign examples	
14	Advertising campaign 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: Her Reklamın Ölçülebilir Olması İçin
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Activites		Number	Duration (hour)	Total Work Load (hour)
Theoretical		14	3.00	42.00
22 Assessment				
Practicals/Labs		0	0.00	0.00
Self study and preperation	R	14	3.00	42.00
Homeworks		0	0.00	0.00
Projects	0	0.40	10.00	40.00
Field Studies		0	0.00	0.00
Mid Exams	1	60.00	10.00	10.00
Others		0	0.00	0.00
Contribution of Term (Year) Learning Activities to Success Grade		40.00	15.00	15.00
Total Work Load				149.00
Contribution of Final Exam to Success Grade		60.00		4.97
Total work load/ 30 hr				
ECTS Credit of the Course				5.00

Measurement and Evaluation Techniques Used in the Course	Measurement and evaluation is carried out according to the principles of Bursa uludag University Associate and Undergraduate Education Regulation.
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24	ECTS / WORK LOAD TABLE
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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	5	5	1	5	1	5	5	1	1	1	1	1	0	0	0	0
ÖK2	5	5	1	5	1	5	5	1	1	1	1	1	0	0	0	0

ÖK3	5	5	1	5	1	5	5	1	1	1	1	1	0	0	0	0
ÖK4	5	5	1	5	1	5	5	1	1	1	1	1	0	0	0	0
ÖK5	5	5	1	5	1	5	5	1	1	1	1	1	0	0	0	0
ÖK6	5	5	1	5	1	5	5	1	1	1	1	1	0	0	0	0
ÖK7	5	5	1	5	1	5	5	1	1	1	1	1	0	0	0	0
ÖK8	5	5	1	5	1	5	5	1	1	1	1	1	0	0	0	0
ÖK9	5	5	1	5	1	5	5	1	1	1	1	1	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contrib ution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			