

AGRICULTURE AND FOOD INDUSTRY ADVERTISING

1	Course Title:	AGRICULTURE AND FOOD INDUSTRY ADVERTISING	
2	Course Code:	TEK4726-SS	
3	Type of Course:	Optional	
4	Level of Course:	First Cycle	
5	Year of Study:	4	
6	Semester:	8	
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:	Doç.Dr. SERTAÇ DOKUZLU	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	sduman@uludag.edu.tr ; 0 224 294 15 92 Uludağ Üniv. Ziraat Fak. Tarım Ekonomisi Bölümü, Görükle / Bursa	
17	Website:		
18	Objective of the Course:	The aim of the course is to teach general principles of advertising and to examine the advertisements from the both consumer and producer perspective	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	How to identify market opportunities
		2	Identifying and profiling target audiences
		3	Learns advertisement types
		4	Processes in advertising production
		5	Scheduling advertising
		6	Building client relationships
		7	Presentation skills
		8	
		9	
		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	Advertisement concept and advertisement types		
2	Advertisement types		
3	Communication models		

4	Consumer behaviour	
5	Brand, brand image and institutional image concepts	
6	Meaning of colours and drawings	
7	Mid- term	
8	Preparing advertisement campaigns	
9	Advertisement writing	
10	Advertisement project presentation	
11	Advertisement project presentation	
12	Advertisement project presentation	
13	Preparing advertising budget	
14	Advertisement efficiency evaluation	

22	Textbooks, References and/or Other Materials:	Kocabaş F. ve Elden M., 2004. Advertising, İletişim Publishing, İstanbul. Oyman M. ve Odabaşı, Y., 2003. Management of Marketing Communication, MediaCat Publishing, İstanbul Fidan, M. ve Yılmaz, Ş., 1999. Advertising, Tutibay Publishing, İstanbul. Related scientific articles
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23	Assesment	
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TERM LEARNING ACTIVITIES		NUMBER	WEIGHT			
Midterm Exam		1	30.00			
Activites			Number	Duration (hour)	Total Work Load (hour)	
Final Exam		1	60.00	3.00	42.00	
Practicals/Labs			0	0.00	0.00	
Contribution of Term (Year) Learning Activities to Success Grade		40.00	2	6.00	12.00	
Homeworks			2	10.00	20.00	
Contribution of Final Exam to Success Grade		60.00	0	0.00	0.00	
Field Studies			0	0.00	0.00	
Measurements and Evaluation Techniques Used in the Course			1	10.00	10.00	
Others			0	0.00	0.00	
24. ECTS/WORK LOAD TABLE			1	10.00	10.00	
Final Exams			1	10.00	10.00	
Total Work Load					104.00	
Total work load/ 30 hr					3.13	
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	0	0	4	4	5	4	5	5	3	2	4	0	0	0	0	0
ÖK2	0	0	5	5	4	4	5	4	4	2	4	0	0	0	0	0
ÖK3	0	0	4	5	4	4	4	4	3	0	4	0	0	0	0	0
ÖK4	0	0	4	4	4	4	4	4	3	0	4	0	0	0	0	0

ÖK5	0	0	4	5	5	5	5	3	3	4	4	0	0	0	0	0
ÖK6	0	0	4	5	5	4	3	4	4	4	4	0	0	0	0	0
ÖK7	0	0	4	4	3	3	3	0	4	5	3	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				