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:	
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:	
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
	10	

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 Hedefleri İçin Reklam Hedeflerini Tanımlamak;Solomon Dutka Reklamcılık Vakfı Yayınları
Akılda Kalan Nedir?;Rex Briggs&Gres Stuart, MediaCat |

Activites		Number	Duration (hour)	Total Work Load (hour)
TERM LEARNING ACTIVITIES / Theoretical	NUMBER	WEIGHT	3.00	42.00
Practicals/Labs		0	0.00	0.00
Self study and preperation / Quiz	0	0.00	3.00	42.00
Homeworks		0	0.00	0.00
Projects / Final Exam	1	60.00	10.00	40.00
Field Studies		0	0.00	0.00
Midterm exams / Contribution of Term (Year) Learning Activities to	1	40.00	10.00	10.00
Others		0	0.00	0.00
Final Exams / Contribution of Final Exam to Success Grade	60.00		15.00	15.00
Total Work Load				159.00
Total work load/ 30 hr / Measurement and Evaluation Techniques Used in the				4.97
ECTS Credit of the Course				5.00

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	5	5	0	5	0	5	5	0	0	0	0	0	0	0	0	0
ÖK2	5	5	0	5	0	5	5	0	0	0	0	0	0	0	0	0
ÖK3	5	5	0	5	0	5	5	0	0	0	0	0	0	0	0	0
ÖK4	5	5	0	5	0	5	5	0	0	0	0	0	0	0	0	0

ÖK5	5	5	0	5	0	5	5	0	0	0	0	0	0	0	0	0
ÖK6	5	5	0	5	0	5	5	0	0	0	0	0	0	0	0	0
ÖK7	5	5	0	5	0	5	5	0	0	0	0	0	0	0	0	0
ÖK8	5	5	0	5	0	5	5	0	0	0	0	0	0	0	0	0
ÖK9	0	0	0	0	0	0	0	0	0	0	0	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