

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

INTRODUCTION to ADVERTISING

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTRODUCTION to ADVERTISING	HR1238140	Spring Semester	3+0	3	6
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assoc.Prof. Bilge KARAMEHMET ALTUNTAŞ				
Name of Lecturer(s)	Assoc.Prof. Bilge KARAMEHMET ALTUNTAŞ				
Assistant(s)	Assoc. Prof. Dr. Bilge KARAMEHMET ALTUNTAŞ				
Aim	The aim of this course is to provide students learn basic concept and principles, show them advertiser's areas and methods used in ads, show how to apply informations gained and techniques in private sector and academia.				
Course Content	This course contains; Introduction to advertising,Definiton of advertising and goals,Advertising uses and Importance,Historical Development in Advertising (in the World and Turkey),Current Approaches in Advertising,Advertising Theories and Relations with Other Sciences,Aims of Advertising,Advertising Types,Advertising Effects,Advertising Agencies,Creative Advertising,Advertising Preparation 1,Advertising Preparation 2,Media Planning.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Discuss basic concepts of advertising			13, 9	A, E	
1.1. Comprehend basic rules.			13, 23, 9		
1.2. Compare theories interrelated			13, 19, 9		
2. Discuss basic concepts of advertising production			10, 13, 19, 9	E	
2.1. Analyze the first studies of advertising production			13, 19, 4, 9		
3. Distinguish the types of ads.			13, 14, 19, 9	A, E	
3.1. Know types of ads.			13, 14, 23, 4, 9	G	
3.2. Sort types of ads			14, 9		
4. Express types of ads.			13, 20, 9		
4.1. Comprehend daily events through ads and communication terminology.			10, 23, 9		
4.2. Use terminology when explaining this events.			23, 9	G	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 14: Self Study Method, 19: Brainstorming Technique, 20: Reverse Brainstorming Technique, 23: Concept Map Technique, 4: Inquiry-Based Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework, G: Quiz				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Introduction to advertising	Related reading			
2	Definiton of advertising and goals	Related reading			
3	Advertising uses and Importance	Related reading			
4	Historical Development in Advertising (in the World and Turkey)	Related reading			
5	Current Approaches in Advertising	Related reading			
6	Advertising Theories and Relations with Other Sciences	Related reading			
7	Aims of Advertising	Related reading			
8	Advertising Types	Related reading			
9	Advertising Effects	Related reading			
10	Advertising Agencies	Related reading			
11	Creative Advertising	Related reading			
12	Advertising Preparation 1	Related reading			
13	Advertising Preparation 2	Related reading			
14	Media Planning	Related reading			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Course notes, Yılmaz, R. Ayhan. 2009. Reklamcılık, Anadolu Üniversitesi Açık Öğretim Yayınları, Eskişehir.Arens, F. William. 2006; Contemporary Advertising, McGraw Hill, New York. Moriarty, Sandra. 1991; Creative Advertising. İkinci Basım. New Jersey