

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

ADVERTISING MODELS and STRATEGIES

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
ADVERTISING MODELS and STRATEGIES	PR2173290	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses	Advertising Analyses, Semiology, Media and Language, Graphic Design, 3D, illustration, Aesthetic photography				
Language of Instruction	English				
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	Strategical approaches... advertising models and methods to get customers to purchase the product or service				
Course Content	<p>This course contains; Definition of Advertising, objectives, a short history and the importance it has within the economy.,The significance of advertising in social life. Their impact on masses./the old & the infant; advertising models : AIDA-,Advertising modals; AIDA• DAGMAR or 'Hierarchy of Effects'• DRIP• VIPS• DMP• PLC• Maslow• MECCA or Means-End Chain,Advertising models ; AIDA• DAGMAR or 'Hierarchy of Effects'• DRIP• VIPS• DMP• PLC• Maslow• MECCA or Means-End Chain,Advertising Models ; AIDA• DAGMAR or 'Hierarchy of Effects'• DRIP• VIPS• DMP• PLC• Maslow• MECCA or Means-End Chain,Advertising Models; AIDA• DAGMAR or 'Hierarchy of Effects'• DRIP• VIPS• DMP• PLC• Maslow• MECCA or Means-End Chain,Introduction to Advertising Strategies,Advertising strategies; shamans of the whole world; abuse of sexuality- phobias, hobbies, emotions, being deprived of social status, alienation subliminal advertising- student presentations,Advertising strategies; shamans of the whole world; abuse of sexuality- phobias, hobbies, emotions, being deprived of social status, alienation; subliminalistic attitude- student presentations,Examples of advertising strategies from world advertisements: Examining and predicting strategies - student presentations,Advertising examinations in groups to find out the models or strategies.- student presentations,Advertising examinations in groups to find out the models or strategies.- student presentations,Advertising examinations in groups to find out the models or strategies.- student presentations,Advertising review- General evaluation- student presentations.</p>				
Course Learning Outcomes		Teaching Methods	Assessment Methods		
Describe the constituents of an advertising		10, 13, 19, 20, 37, 9	A		
List how to design an ad to be effective on customers		16, 9	A, E		
Explain the advertising model and strategies.		2, 6, 9	A, C		
Define advertising model and strategies		16, 9	A, E		
Evaluate advertising model and strategies		6	A, E, F		
Define advertising models		16, 9	A, E, F		
Define advertising strategies		16, 9	A, D, E, F		
Exemplify the methods of ensuring advertising		16, 9	A, E, F		
Teaching Methods	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 2: Project Based Learning Model, 20: Reverse Brainstorming Technique, 37: Computer-Internet Supported Instruction, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, C: Multiple-Choice Exam, D: Oral Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Definition of Advertising, objectives, a short history and the importance it has within the economy.	Related reading			
2	The significance of advertising in social life. Their impact on masses./the old & the infant; advertising models : AIDA-	Related reading			
3	Advertising modals; AIDA• DAGMAR or 'Hierarchy of Effects'• DRIP• VIPS• DMP• PLC• Maslow• MECCA or Means-End Chain	Related reading			
4	Advertising models ; AIDA• DAGMAR or 'Hierarchy of Effects'• DRIP• VIPS• DMP• PLC• Maslow• MECCA or Means-End Chain	Related reading			
5	Advertising Models ; AIDA• DAGMAR or 'Hierarchy of Effects'• DRIP• VIPS• DMP• PLC• Maslow• MECCA or Means-End Chain	Related reading			
6	Advertising Models; AIDA• DAGMAR or 'Hierarchy of Effects'• DRIP• VIPS• DMP• PLC• Maslow• MECCA or Means-End Chain	Related reading			
7	Introduction to Advertising Strategies	Related reading			
8	Advertising strategies; shamans of the whole world; abuse of sexuality- phobias, hobbies, emotions, being deprived of social status, alienation subliminal advertising- student presentations	Related reading			
9	Advertising strategies; shamans of the whole world; abuse of sexuality- phobias, hobbies, emotions, being deprived of social status, alienation; subliminalistic attitude- student presentations	Related reading			
10	Examples of advertising strategies from world advertisements: Examining and predicting strategies - student presentations	Related reading			
11	Advertising examinations in groups to find out the models or strategies.- student presentations	Related reading			
12	Advertising examinations in groups to find out the models or strategies.- student presentations	Related reading			
13	Advertising examinations in groups to find out the models or strategies.- student presentations	Related reading			
14	Advertising review- General evaluation- student presentations	Related reading			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources

Advertising & Integrated Brand Promotion 7th edition, GENGACE LEARNING Pub.2015

Lecturer's course compilation

Dyer, Gillian, Advertising as Communication, Routledge

All refs related to advertising strategies and models,

Advertising Foundation and its publishings

New medya and advertising methods