

**School of Communication / Public Relations and Advertising (English)**

**2023 - 2024 Academic Year**

**DIGITAL ADVERTISING**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
DIGITAL ADVERTISING	PR321.0531	Spring Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assoc.Prof. Bilge KARAMEHMET ALTUNTAŞ				
<b>Name of Lecturer(s)</b>	Prof.Dr. Ayşen AKYÜZ				
<b>Assistant(s)</b>	Assist. Prof. Dr. Saadet UĞURLU				
<b>Aim</b>	The aim of this course is; to provide detailed information about digital advertising processes.				
<b>Course Content</b>	This course contains; Social Media Advertising,The Relationship between New Communication Technologies and Advertising,Digital Advertising and Features,Digital Advertising Models,Digital Advertising Strategies,Creative Process in Digital Advertising,Digital Media Planning and Purchasing,Mobile Advertising-Real-Time Marketing,Search Engine Marketing (SEM) -Search Engine Optimization (SEO) - Search Engine Advertising (SEA),Social Media Advertising,Ethics in Digital Advertising,Examples of Alternative Digital Marketing,Digital Advertising Examples,Project Presentations,Project Presentations-General Evaluation.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1. Explain the functions of digital advertising.			13, 16, 6, 9	A, F	
2. Define digital advertising models			10, 16, 6, 9	A	
3. Plan digital advertising strategies.			21, 9	A	
4. Organize the creative process of digital advertising campaigns			10, 13, 14, 16, 6, 9	A, E	
5. Compare contemporary approaches in digital advertising.			16, 9	A	
<b>Teaching Methods</b>	10: Discussion Method, 13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 21: Simulation Technique, 6: Experiential Learning, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, E: Homework, F: Project Task				
<b>Lecture Schedule</b>					
<b>Sequenc e</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
0	Social Media Advertising	Related reading			
1	The Relationship between New Communication Technologies and Advertising	Related reading			
2	Digital Advertising and Features	Related reading			
3	Digital Advertising Models	Related reading			
4	Digital Advertising Strategies	Related reading			
5	Creative Process in Digital Advertising	Related reading			
6	Digital Media Planning and Purchasing	Related reading			
7	Mobile Advertising-Real-Time Marketing	Related reading			
8	Search Engine Marketing (SEM) -Search Engine Optimization (SEO) -Search Engine Advertising (SEA)	Related reading			
9	Social Media Advertising	Related reading			
10	Ethics in Digital Advertising	Related reading			
11	Examples of Alternative Digital Marketing	Related reading			
12	Digital Advertising Examples	Related reading			
13	Project Presentations	Related reading			
14	Project Presentations-General Evaluation	Related reading			
<b>Evaluation Methods</b>			<b>Weight(%)</b>		
Midterm Exam			40		
General Exam			60		

<b>Resources</b>
1- S. Uğurlu, Yeni Medya'da Stratejik İletişim, Beta Yay., İstanbul, 2017.
2.R. Uzun, İletişim Etiği, Dipnot, Ankara, 2011.
3. P. Kotler, Pazarlama 3.0. SinpasYayın.İstanbul, 2010.
4. S. Kingsnorth, Dijital Pazarlama Stratejisi, Nobel, 2017
Lecture notes,
1. 4- F. V. Dyck, Yeni Nesil Reklamcılık, The Kitap, İstanbul, 2014.