

**School of Communication / Public Relations and Advertising**

**2023 - 2024 Academic Year**

**ADVERTISING WORKSHOP**

**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>
ADVERTISING WORKSHOP	HR3211626	Spring Semester	2+1	2,5	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Assoc.Prof. Bilge KARAMEHMET ALTUNTAŞ				
<b>Name of Lecturer(s)</b>	Assoc.Prof. Bilge KARAMEHMET ALTUNTAŞ				
<b>Assistant(s)</b>	Assoc. Prof. Dr. Bilge KARAMEHMET ALTUNTAŞ				
<b>Aim</b>	This course aims that students make their own advertising portfolios.				
<b>Course Content</b>	This course contains; Sharing course content- Context of public relations and advertising campaigns,Public Relations and Advertising preparation work I,Advertising preparation work II,Storyboard I,Storyboard II,Guerilla Marketing I,Guerilla Marketing II,Evaluation of Guerilla Marketing Examples,Guerilla Marketing Practices- Student presentations,Guerilla Marketing Practices II- Student presentations,Guerilla Marketing Practices III- Student presentations,Guerilla Marketing Practices IV- Student presentations,Guerilla Marketing Practices V- Student presentations,General Evaluation- Student presentations.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1. Comprehend the fundamentals of advertising.				A, C, E, F	
2. Explain the characteristics of advertising.			10	A, D, E	
3. Explain the creative approaches to advertising.			10, 9	A, D, E	
4. Analyze the advertising			16, 9	A, E	
5. Organize an advertising campaign from start to finish.			16, 9	A, E	
<b>Teaching Methods</b>	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, C: Multiple-Choice Exam, D: Oral Exam, E: Homework, F: Project Task				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Sharing course content- Context of public relations and advertising campaigns	Related reading			
2	Public Relations and Advertising preparation work I	Related reading			
3	Advertising preparation work II	Related reading			
4	Storyboard I	Related reading			
5	Storyboard II	Related reading			
6	Guerilla Marketing I	Related reading			
7	Guerilla Marketing II	Related reading			
8	Evaluation of Guerilla Marketing Examples	Related reading			
9	Guerilla Marketing Practices- Student presentations	Related reading			
10	Guerilla Marketing Practices II- Student presentations	Related reading			
11	Guerilla Marketing Practices III- Student presentations	Related reading			
12	Guerilla Marketing Practices IV- Student presentations	Related reading			
13	Guerilla Marketing Practices V- Student presentations	Related reading			
14	General Evaluation- Student presentations	Related reading			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			
<b>Resources</b>					
Lecture notes Pete Barry, The Advertising Concept Book, 3rd Edition, THAMES HUDSONOgilvy on Advertising by David Ogilvy, Vintage; First Edition (March 12, 1985)					