

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

PUBLIC RELATIONS and ADVERTISING PROJECT

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
PUBLIC RELATIONS and ADVERTISING PROJECT	PR4212025	Spring Semester	2+1	2,5	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Gabriela Oana OLARU				
Name of Lecturer(s)	Assist.Prof. Gabriela Oana OLARU				
Assistant(s)	ASSOC. PROF. DR. Bilge Karamehmet Altuntas				
Aim	The aim of this course is to apply the information obtained during the four-year public relations and advertising training and to carry out a 360-degree marketing communication campaign under the supervision of the project advisor.				
Course Content	This course contains; Project General Information, Operation and Scope,Project Topic Selection Process and Project Topic Criteria,Project Brief Writing,Project Revised Debrief and Rebrief Process,Literature Review,Situation Analysis (Brand, Product, Competitor, Market, SWOT and PEST Analysis),Target Audience Analysis & SIP Presentation,Creative Work Plan,Ad Campaign Goals, Motto, Ad Tone and Ad Style,Media Planning Strategy: Traditional and Digital Channels,Creative Works: Traditional and digital media dimensions of the campaign,Advertising Film, Radio Spot, Storyboard,Time Plan & Budget,Project General Evaluation & Project Presentations.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Learns methods related to public relations and advertising.			14, 6	E, F	
Plan the strategy of the 360 degree marketing communication campaign.			10, 14, 16, 6, 9	D	
Manage the 360 degree marketing communication campaign.			10, 14, 2, 6	D, E, F	
Uses public relations methods effectively in projects.			10, 16, 9	A, F	
Measures the strategy of the 360 Degree marketing communication campaign.			10, 16, 9	A, F	
Teaching Methods	10: Discussion Method, 14: Self Study Method, 16: Question - Answer Technique, 2: Project Based Learning Model, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Project General Information, Operation and Scope				
2	Project Topic Selection Process and Project Topic Criteria				
3	Project Brief Writing				
4	Project Revised Debrief and Rebrief Process				
5	Literature Review				
6	Situation Analysis (Brand, Product, Competitor, Market, SWOT and PEST Analysis)				
7	Target Audience Analysis & SIP Presentation				
8	Creative Work Plan				
9	Ad Campaign Goals, Motto, Ad Tone and Ad Style				
10	Media Planning Strategy: Traditional and Digital Channels				
11	Creative Works: Traditional and digital media dimensions of the campaign				
12	Advertising Film, Radio Spot, Storyboard				
13	Time Plan & Budget				
14	Project General Evaluation & Project Presentations				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			
Resources					
Lecture notes					