

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

**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	HR4211682	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. Korhan MAVNACIOĞLU				
<b>Name of Lecturer(s)</b>	Assoc.Prof. Korhan MAVNACIOĞLU				
<b>Assistant(s)</b>					
<b>Aim</b>	It is aimed to transfer the information obtained during the four-year public relations and advertising education into practice and to carry out a detailed 360-degree marketing communication campaign under the supervision of the project consultant faculty member.				
<b>Course Content</b>	This course contains; Project General Information, Operation and Scope, Project Subject Selection Process and Project Subject Criteria, Project Brief Writing, Project Revision Debrief and Rebrief Process, Literature Review, Situation Analysis (Brand, Product, Competitor, Market, SWOT and PEST Analysis), Audience Analysis, Creative Work Plan, Ad Campaign Goals, Motto, Ad Tone and Ad Style, Media Planning Strategy: Traditional and Digital Media, Creative Works: Traditional and digital media dimensions of the campaign, Radio Spot, Storyboard, Time Plan & Budget, Project Overview & Project Presentations.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Effectively uses methods related to public relations and advertising in projects.			10, 13, 16, 9	E, F	
Plans the strategy of the 360 Degree marketing communication campaign.			10, 13, 16, 9	E, F	
Manages 360 Degree marketing communication campaign.			10, 13, 16, 9	E, F	
<b>Teaching Methods</b>	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	E: Homework, F: Project Task				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Project General Information, Operation and Scope	Reading the Graduation Project Guide			
2	Project Subject Selection Process and Project Subject Criteria	Researching the project brand			
3	Project Brief Writing	Collecting information about the brief			
4	Project Revision Debrief and Rebrief Process	Writing a Debrief			
5	Literature Review	Identification of resources			
6	Situation Analysis (Brand, Product, Competitor, Market, SWOT and PEST Analysis)	Preparation for SWOT analysis			
7	Audience Analysis	Making a study about the target group			
8	Creative Work Plan	Examination of creative project examples			
9	Ad Campaign Goals, Motto, Ad Tone and Ad Style	Examination of advertisement examples			
10	Media Planning Strategy: Traditional and Digital Media	Determination of the channels to be used			
11	Creative Works: Traditional and digital media dimensions of the campaign	Examination of campaign examples			
12	Radio Spot, Storyboard	Examination of examples of advertising scenarios			
13	Time Plan & Budget	Making budget preparations			
14	Project Overview & Project Presentations	Preparation of project presentations			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

Resources
Lecture Notes