

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

**2023 - 2024 Academic Year**

**ADVERTISING MODELS and STRATEGIES**

**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 MODELS and STRATEGIES	HR2150540	Fall Semester	3+0	3	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 will provide students understand advertising models and advertising strategies.				
<b>Course Content</b>	This course contains; Strategical approaches to advertising,Determining strategy,AIDA AND DAGMAR MODELS,MASLOW'S MODEL,DAVID BERNSTEIN'S MODEL,DAGMAR AND EHRENBERG MODELS,HYERARCHY OF EFFECTS MODEL,Cialdini Model-Persuasion Model,Product Life Cycle Model,Case studies on advertising models and strategies- student presentations,Case studies on advertising models and strategies- student presentations,Case studies on advertising models and strategies- student presentations,Case studies on advertising models and strategies- student presentations,Case studies on advertising models and strategies- student presentations.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1. Explain the advertising model and strategies.			12, 13, 9	C	
2. Evaluate advertising model and strategies.			13, 16, 9	A	
3. Define advertising models			12, 14, 9	A	
4. Define advertising strategies			14, 16, 9	A	
5. Exemplify the methods of ensuring advertising			12, 13, 16, 9	A	
<b>Teaching Methods</b>	12: Problem Solving Method, 13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, C: Multiple-Choice Exam				
<b>Lecture Schedule</b>					
<b>Sequenc e</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Strategical approaches to advertising	Related reading			
2	Determining strategy	Related reading			
3	AIDA AND DAGMAR MODELS	Related reading			
4	MASLOW'S MODEL	Related reading			
5	DAVID BERNSTEIN'S MODEL	Related reading			
6	DAGMAR AND EHRENBERG MODELS	Related reading			
7	HYERARCHY OF EFFECTS MODEL	Related reading			
8	Cialdini Model- Persuasion Model	Related reading			
9	Product Life Cycle Model	Related reading			
10	Case studies on advertising models and strategies- student presentations	Related reading			
11	Case studies on advertising models and strategies- student presentations	Related reading			
12	Case studies on advertising models and strategies- student presentations	Related reading			
13	Case studies on advertising models and strategies- student presentations	Related reading			
14	Case studies on advertising models and strategies- student presentations	Related reading			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>
Aksoy, Atilla, Yeni Reklamcılık, İstanbul Bilgi Üniversitesi Yayınları Jones, John Philip, Masallar ve Gerçeklerle Reklamcılık, MediaCat Kitapları Borça, Güven, Reklamlardan Sonra, MediaCat KitaplarıHopkins, Claude, Reklamcılık Yaşantım ve Bilimsel Reklamcılık, Yapı Kredi Yayınları