

School of Communication / Public Relations and Advertising
2023 - 2024 Academic Year
DIGITAL ADVERTISING
Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
DIGITAL ADVERTISING	HR3273860	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Saadet UĞURLU				
Name of Lecturer(s)	Assist.Prof. Saadet UĞURLU				
Assistant(s)					
Aim	The aim of this course is; to provide detailed information about digital advertising processes.				
Course Content	This course contains; 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.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Explain the functions of digital advertising.			16	A, D, E, G	
Will be able to define digital advertising models			10, 16, 20		
Will be able to plan digital advertising strategies.			10, 16, 20, 6	A, D, E, H	
Will be able to organize the creative process of digital advertising campaigns			16, 2, 6		
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 2: Project Based Learning Model, 20: Reverse Brainstorming Technique, 6: Experiential Learning				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework, G: Quiz, H: Performance Task				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	The Relationship between New Communication Technologies and Advertising	Can examine course concepts			
2	Digital Advertising and Features	Pages 74-151 of the book 'Strategic Communication Management in New Media' can be read.			
3	Digital Advertising Models	Pages 74-151 of the book 'Strategic Communication Management in New Media' can be read.			
4	Digital Advertising Strategies	Pages 74-151 of the book 'Strategic Communication Management in New Media' can be read.			
5	Creative Process in Digital Advertising	The relevant presentation loaded in the course file can be examined.			
6	Digital Media Planning and Purchasing	The book 'Strategic communication management in new media' can be read in the digital purchasing dictionary			
7	Mobile Advertising-Real-Time Marketing	Pages 151-181 of the book 'Strategic Communication Management in New Media' can be read.			
8	Search Engine Marketing (SEM) -Search Engine Optimization (SEO) -Search Engine Advertising (SEA)	The relevant presentation loaded in the course file can be examined.			
9	Social Media Advertising	Pages 151-181 of the book 'Strategic Communication Management in New Media' can be read.			
10	Ethics in Digital Advertising	The ethics book can be examined.			
11	Examples of Alternative Digital Marketing	Pages 151-181 of the book 'Strategic Communication Management in New Media' can be read.			
12	Digital Advertising Examples	Today's examples can be examined			
13	Project Presentations	Group work preparations			
14	Project Presentations-General Evaluation	Project presentation preparations			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources	
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 5- F. V. Dyck, Yeni Nesil Reklamcılık, The Kitap, İstanbul, 2014.	