

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

INTRODUCTION to ADVERTISING

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTRODUCTION to ADVERTISING	PR1238330	Spring Semester	3+0	3	6
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assoc.Prof. Yeşim ESGİN				
Name of Lecturer(s)	Assoc.Prof. Yeşim ESGİN				
Assistant(s)	Assoc. Prof. Yeşim Esgin				
Aim	This course will provide students with a general knowledge of the fundamentals of advertising. As an introductory course, it will prepare students for further study in both basic and specialized areas of advertising and commercial communication. In the course students will analyse and discuss examples of advertising, discovering best practice in the advertising industry, and exploring the processes involved in creating campaigns.				
Course Content	This course contains; Introduction to Advertising,Advertising Theories and Models,Advertising Media,Advertising Agencies,Media Planning,Creative Advertising and Creativity in Advertising,Advertising Budget,Angles and Colours in Advertising,Advertising Campaigns,Marketing Mix,Marketing Channels,Marketing Communication,Advertising and Ethic,General Review.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
3.Describe the creative approaches to advertising.			13, 16, 9	C	
1. Comprehend the fundamentals of advertising.			16, 9	A	
1.1 Explain the theories.			16, 9	A	
1.2 Explain the basic concepts of advertising.			16, 9	C	
1.3 Explain the characteristics of advertising.			16, 9	A	
2. Describe the advertising campaign planning process.			16, 9	A	
2.1 Comprehend the relationship between the company and the advertising agency.			16, 9	A	
2.2 Classify the advertising channels.			16, 9	A	
2.3 Explain the campaign measurement and evaluation issues.			16, 38, 9	A	
3.1 Explain the emotional appeal.			13, 16, 9	A	
3.2 Explain the moral appeal.			13, 16, 9	A	
3.3 Explain the rational appeal.			13, 16, 9	A	
3.4 Comprehend the creative processes.			13, 16, 9	A	
4. Explain the relationship between advertising and the other communication tools.			16, 9	A	
4.1 Recognize the communication tools.			16, 9	A	
4.2 Compare the relationship between advertising and the other communication tools.			16, 9	C	
Teaching Methods	13: Case Study Method, 16: Question - Answer Technique, 38: Case Plan, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, C: Multiple-Choice Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to Advertising	Related reading			
2	Advertising Theories and Models	Related reading			
3	Advertising Media	Related reading			
4	Advertising Agencies	Related reading			
5	Media Planning	Related reading			
6	Creative Advertising and Creativity in Advertising	Related reading			
7	Advertising Budget	Related reading			
8	Angles and Colours in Advertising	Related reading			
9	Advertising Campaigns	Related reading			
10	Marketing Mix	Related reading			
11	Marketing Channels	Related reading			
12	Marketing Communication	Related reading			
13	Advertising and Ethic	Related reading			
14	General Review	Related reading			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
ADVERTISING AND IMC. MORIARTY,S. MITCHELL, N. WELLS, W. PEARSON. 10TH ED. 2015Emmanuel Mogaji, 2021, Introduction to Advertising Understanding and Managing the Advertising Process, ROUTLEDGE