

School of Communication / New Media and Communication Systems

2024 - 2025 Academic Year

NEW MEDIA and ADVERTISING

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
NEW MEDIA and ADVERTISING	YMI3250850	Spring Semester	3+0	3	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assoc.Prof. Korhan MAVNACIOĞLU				
Name of Lecturer(s)	Assoc.Prof. Korhan MAVNACIOĞLU				
Assistant(s)					
Aim	The aim of this course is; to provide detailed information about the effective use of new media in advertising projects.				
Course Content	This course contains; New Communication Technologies and Marketing Communication Relationship, New Media Concept and Scope, Features of New Media, New Consumer, Generations and Features of Generations, Concept of Advertising& Advertising Types, Mediums of Advertising-1, Mediums of Advertising-2, Advertising and Creativity, Advertising Strategies, Advertising Production Process, Internet Advertising, Video Advertising&Viral Advertising, Search Engine Optimization (SEO)& Search Engine Marketing (SEM), Social Media Advertising&Mobil Advertising, Case Studies.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
			14, 5, 6, 9	A, E	
			14, 5, 6, 9	A, E	
			14, 5, 6, 9	A, E	
			14, 5, 6, 9	A, E	
			14, 5, 6, 9	A, E	
			14, 5, 6, 9	A, E	
			14, 5, 6, 9	A, E	
Teaching Methods	14: Self Study Method, 5: Cooperative Learning, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	New Communication Technologies and Marketing Communication Relationship				
2	New Media Concept and Scope, Features of New Media				
3	New Consumer, Generations and Features of Generations				
4	Concept of Advertising& Advertising Types				
5	Mediums of Advertising-1				
6	Mediums of Advertising-2				
7	Advertising and Creativity				
8	Advertising Strategies				
9	Advertising Production Process				
10	Internet Advertising				
11	Video Advertising&Viral Advertising				
12	Search Engine Optimization (SEO)& Search Engine Marketing (SEM)				
13	Social Media Advertising&Mobil Advertising				
14	Case Studies				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
150 Soruda Geleneksel ve Dijital Reklamcılık, Recep Yılmaz ve M. Nur Erdem, Umuttepe Yayınları, Kocaeli, 2016.