

**Vocational School of Social Sciences / Public Relations and Advertising**

**2022 - 2023 Academic Year**

**PRINCIPLES of ADVERTISING**

**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>
PRINCIPLES of ADVERTISING	HIT1277490	Spring Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	Short Cycle (Associate's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Lect. Sonia LOTFI				
<b>Name of Lecturer(s)</b>					
<b>Assistant(s)</b>					
<b>Aim</b>	To make students have the ability to plan an advertising campaign rationally with its various steps by learning basic concepts about advertising, tools, processes, organizations and new tendencies.				
<b>Course Content</b>	This course contains; Introduction of the course, the scope, the reason, the importance, rules and requirements, basic concepts, communication, marketing communication and basic concepts about advertising, Relationships with advertising with other fields: marketing and advertising, economy and advertising, law and advertising, sociology and advertising, psychology and advertising, social psychology and advertising, anthropology and advertising, statistics and advertising, art and advertising, countries and advertising schools: USA, England, France, Germany, Japan, Turkey, Advertising media and its features, broadcasting advertising media, radio, TV, printed advertising media, newspaper, magazine, direct mailing and other advertising materials, Outdoor advertising media, transit advertising media, internet sales place, advertising applications, cinema, Functioning process of advertising, traditional, effect models, AIDA model, NAIDAS model, DAGMAR model, Hierarchy of effects model, adoption of the innovations model, information cultivation model, Affinity based models, Low affinity learning model, FCB Grid, Rossiter and Percy Grid, Possibility of detailing model, Advertising campaign concept, advertising campaign steps, situation analyse, Levels of advertising campaign, determination of the advertising targets, determination of the message strategy, Levels of advertising campaign, determination of media planning strategy, determination of advertising budget, levels of advertising campaign, measurement of advertising effectiveness, Midterm Exam, New tendencies in advertising, International and global advertising, corporate social responsibility campaigns and corporate advertising, E-marketing and advertising, verbal marketing and advertising, Permitted marketing and advertising, mobile trade/mobile marketing and advertising, New tendencies in advertising, advergaming, relational marketing, experimental marketing, entertainment marketing, green marketing, guerrilla marketing, Organizations related to advertising, advertising agencies, media agencies, National and international sectoral organizations related to advertising, Ethic and supervision mechanisms in advertising, concept of ethic and ethic in advertising, related supervision mechanisms in advertising, Final Exam.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1-Students will be able to comprehend the importance of advertising from the point of marketing communication			1, 17, 18	A	
2-Students will be able to know advertising media			1, 10, 12, 21, 3, 4	A	
3-Students will be able to plan advertising campaign			10, 12, 8	A	
4-Students will be able to aware of the new tendencies in advertising			1, 10, 12, 17, 2	A	
5-Students will be able to know the relevant organizations in advertising			1, 14, 2, 21	A	
6-Students will be able to follow the periodical and non-periodicals			1, 14, 19, 2, 21	A	
<b>Teaching Methods</b>	1: Lecture, 10: Brainstorming, 12: Case study, 14: Self-Study, 17: Reflective Thinking, 18: Case Study, 19: Concept map, 2: Question - Answer, 21: -, 3: Discussion, 4: Exercise, Practice, 8: Teamwork				
<b>Assessment Methods</b>	A: Written Exam				
<b>Lecture Schedule</b>					
<b>Sequenc e</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introduction of the course, the scope, the reason, the importance, rules and requirements, basic concepts, communication, marketing communication and basic concepts about advertising				
2	Relationships with advertising with other fields: marketing and advertising, economy and advertising, law and advertising, sociology and advertising, psychology and advertising, social psychology and advertising, anthropology and advertising, statistics and advertising, art and advertising, countries and advertising schools: USA, England, France, Germany, Japan, Turkey				
3	Advertising media and its features, broadcasting advertising media, radio, TV, printed advertising media, newspaper, magazine, direct mailing and other advertising materials				
4	Outdoor advertising media, transit advertising media, internet sales place, advertising applications, cinema				
5	Functioning process of advertising, traditional, effect models, AIDA model, NAIDAS model, DAGMAR model, Hierarchy of effects model, adoption of the innovations model, information cultivation model, Affinity based models, Low affinity learning model, FCB Grid, Rossiter and Percy Grid, Possibility of detailing model				
6	Advertising campaign concept, advertising campaign steps, situation analyse				
7	Levels of advertising campaign, determination of the advertising targets, determination of the message strategy				
8	Levels of advertising campaign, determination of media planning strategy, determination of advertising budget, levels of advertising campaign, measurement of advertising effectiveness				
9	Midterm Exam				
10	New tendencies in advertising, International and global advertising, corporate social responsibility campaigns and corporate advertising, E-marketing and advertising, verbal marketing and advertising, Permitted marketing and advertising, mobile trade/mobile marketing and advertising				
11	New tendencies in advertising, advergaming, relational marketing, experimental marketing, entertainment marketing, green marketing, guerrilla marketing				

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Lecture Schedule		
Sequence	Topics	Preliminary Preparation
12	Organizations related to advertising, advertising agencies, media agencies	
13	National and international sectoral organizations related to advertising	
14	Ethic and supervision mechanisms in advertising, concept of ethic and ethic in advertising, related supervision mechanisms in advertising	
15	Final Exam	
Evaluation Methods		Weight(%)
Midterm Exam		40
General Exam		60

Resources
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