



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Introduction to Advertising							
Course Code		HIT109		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to introduce advertising in general terms and to provide students with information about advertising concepts and campaign processes.							
Course Content		The content of this course consists of basic concepts of advertising, historical development of advertising, types and environments of advertising, consumer behavior, media planning, advertising campaign process and ethical issues in advertising.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Problem Solving					
Name of Lecturer(s)		Lec. Seçil UTMA							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Müge Elden, Reklam ve Reklamcılık, Say Yayınları, İstanbul, 2009
2	Aydemir Okay, Kurumsal Reklamcılık, Derin Yayınları, İstanbul, 2009

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to the course What is advertising?
2	Theoretical	Ad Date Description and Objectives of the ad in the world and Turkey
3	Theoretical	Advertising, Marketing Communication and Brand
4	Theoretical	Types of advertisements
5	Theoretical	Media of Advertisements
6	Theoretical	Advertising and Consumer Behavior
7	Theoretical	Media Planning and Measurement
8	Intermediate Exam	Midtearm exam
9	Theoretical	Social Media and Advertising
10	Theoretical	Advertising and Society
11	Theoretical	The Campaign Process in Advertising: Research and Planning Examples from the Sector
12	Theoretical	The Campaign Process in Advertising: Research and Planning Examples from the Sector
13	Theoretical	The Campaign Process in Advertising: Research and Planning Examples from the Sector
14	Theoretical	Advertising and Ethics
15	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	1	42
Midterm Examination	1	14	1	15
Final Examination	1	17	1	18
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Define the basic concepts of advertising
2	Explain the historical development of advertising



3	Explain advertising types and environments
4	Explain advertising campaign process
5	Discuss the relationship between advertising and society

Programme Outcomes (Public Relations and Publicity)

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	5	4	5	4	5
P2	3	5	5	5	4
P3	4	3	4	5	5
P4	4	4	5	4	3
P5	5	3	5	5	4
P6	4	5	5	5	3
P7	3	4	5	5	3
P8	5	4	5	5	3

