



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Advertisement Implementation							
Course Code		HIT221		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	106 ( <i>Hours</i> )	Theory	2	Practice	1	Laboratory	0
Objectives of the Course		It aims to provide students with basic advertising knowledge to gain professional experience by applying different applications for different products and brands. The course aims to improve students' skills and improve their skills by doing both group and individual work.							
Course Content		Advanced advertising practices Advertising applications in non-advertised product categories Translating a medium that was not previously used as an advertising medium into an advertising medium Improves communication work by measuring the impact of advertising campaign, realizing revisions							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Instructor Course Notes
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Week	Weekly Detailed Course Contents	
1	Theoretical	Campaign brief
2	Theoretical	Agency identity, agency culture, agency introduction texts (Mission, vision, activity areas, references, employee profiles)
3	Theoretical	Agency promotion material (Visual solutions)
4	Theoretical	Agency presentation material (PowerPoint presentation)
5	Theoretical	Interpreting the results of the contour research (product, consumer, market)
6	Theoretical	Positioning
7	Theoretical	Strategic studies (target audience, media, budget)
8	Intermediate Exam	Midterm exam
9	Theoretical	Campaign products pre-testing
10	Theoretical	Creative Applications
11	Practice	Campaign Report
12	Theoretical	Effective presentation techniques
13	Practice	Campaign presentation
14	Practice	An overview
15	Final Exam	Final exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	3	3	84
Lecture - Practice	1	5	3	8
Midterm Examination	1	4	1	5
Final Examination	1	8	1	9
Total Workload (Hours)				106
[Total Workload (Hours) / 25*] = ECTS				4

\*25 hour workload is accepted as 1 ECTS



**Learning Outcomes**

1	Makes advanced advertising applications.
2	Use an existing advertising medium in a different way.
3	It enhances its personal portfolio by developing creative advertising examples.
4	design and implement campaigns.
5	Measures the impact of the advertising campaign and improves the communication work, revisions are implemented.

**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	4	3	5	4	4
P2	5	4	3	5	5
P3	5	4	5	4	5
P4	4	5	5	4	5
P5	5	4	4	5	4
P6	5	5	5	4	5
P7	4	5	4	5	4
P8	5	4	5	4	5

