



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Advertising							
Course Code		PAR254		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	2	Laboratory	0
Objectives of the Course		To enable students to understand advertising, advertising, advertising, types, purposes, advertisements, advertising media and methods of analysis.							
Course Content		Concept of Advertisement; Aims of Advertising, Development of Advertising, Social Economic and Legal Aspects of Advertising, Analysis of Other Sales Efforts, Competition, Economic Structure, Legal Constraints, Planning of Advertisement Campaign; Advertising Campaign Process, Advertising Text Writing; Advertising Creation for Printed Media, Media Planning and Selection Advertising Budget, Advertising in Turkey, International Advertising.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	30
Final Examination	1	70

Recommended or Required Reading

1	Subconscious Advertising and Communication Techniques; Sefer Darıcı
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Week	Weekly Detailed Course Contents	
1	Theoretical	Concept of Advertisement; Advertising Objectives
2	Theoretical	Concept of Advertisement; Advertising Objectives
3	Theoretical	Advertising Development
4	Theoretical	Social Economic and Legal Aspects of Advertising
5	Theoretical	Social Economic and Legal Aspects of Advertising
6	Theoretical	Analysis of other sales efforts, Competition, Economic structure, Legal limitations
7	Theoretical	Planning of advertising campaign; Advertising Campaign Process
8	Theoretical	Advertisement Text Writing; Advertisement Creation for Printed Media
9	Intermediate Exam	midterm
10	Theoretical	Media Planning and Selection Advertising budget
11	Theoretical	Media Planning and Selection Advertising budget
12	Theoretical	Advertising in Turkey
13	Theoretical	Advertising in Turkey
14	Theoretical	Advertising in Turkey
15	Theoretical	Advertising in Turkey
16	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Lecture - Practice	14	0	2	28
Assignment	7	0	1	7
Midterm Examination	1	5	1	6



Final Examination	1	5	1	6
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to discuss the concept of advertising, its importance for businesses and products
2	To be able to express the functioning of advertising organizations
3	Be able to express the preliminary studies that must be fulfilled in the advertising process
4	Create inclusive experiences instead of developing traditional ideas
5	Know the rules of establishing relations with consumers in social media

Programme Outcomes (Marketing)

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

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

	L1	L2	L3
P1	5	5	5
P2	1	2	1
P3	4	4	4
P4	5	5	5
P5	5	5	5
P6	5	5	5
P7	5	5	5
P8	5	5	5
P9	5	5	5
P10	5	5	5
P11	4	4	5
P12	5	4	4
P13	5	5	5
P14	5	5	5

