



**AYDIN ADNAN MENDERES UNIVERSITY**  
**BOZDOĞAN VOCATIONAL SCHOOL**  
**MARKETING AND ADVERTISING**  
**MARKETING**  
**COURSE INFORMATION FORM**

Course Title	Advertising								
Course Code	PZL212			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	2	Laboratory	0
Objectives of the Course	Advertising activities to teach in detail.								
Course Content	Description of advertisement and it's historical development, The importance of advertisement from the point of marketing and in becoming brand, Advertisement places (areas), Advertisement effect models, Forming the ad campaigns.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Individual Study								
Name of Lecturer(s)	Ins. Aydan BAŞÇALIŞKAN DEVLİ								

#### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

#### Recommended or Required Reading

1	Advertisement Writing, Müge ELDEN, İletişim Yayınları
2	Sense and Trademark, Matrin LINDSTROM, Optimist Yayıncılık
3	Guerrilla Marketing, Jay Conrad Levinson- Al Lautenslage, Marka Yayınları

Week	Weekly Detailed Course Contents	
1	Theoretical	Description of advertisement and it's historical development.
	Preparation Work	Instruction Book
2	Theoretical	The importance of advertisement from the point of marketing and in becoming brand.
	Preparation Work	Instruction Book
3	Theoretical	Advertisement places (areas).
	Preparation Work	Instruction Book
4	Theoretical	Advertisement effect models
	Preparation Work	Instruction Book
5	Theoretical	Forming the ad campaigns
	Preparation Work	Instruction Book
6	Theoretical	Demographic, physiologic social and cultural features of advertisement
	Preparation Work	Instruction Book
7	Theoretical	Media planning and measurement in advertising
	Preparation Work	Instruction Book
8	Preparation Work	Instruction Book
	Intermediate Exam	Mid term Exam
9	Preparation Work	Instruction Book
10	Theoretical	Last trends in advertising
	Preparation Work	Instruction Book
11	Theoretical	Advergaming and gerilla marketing
	Preparation Work	Instruction Book
12	Theoretical	Advertising agencies
	Preparation Work	Instruction Book
13	Theoretical	Media agencies
	Preparation Work	Instruction Book
14	Theoretical	Sectoral organizations related with advertising.
	Preparation Work	Instruction Book
15	Theoretical	Mechanisms of advertising and control organs



15	Preparation Work	Instruction Book
16	Preparation Work	Instruction Book
	Final Exam	Final Exam
17	Preparation Work	Instruction Book
	Final Exam	Final Exam

**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Lecture - Practice	14	0	2	28
Midterm Examination	1	7	1	8
Final Examination	1	10	1	11
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 understand the importance of advertising and Advertising concept
2	To be able to Understand the importance of advertising media
3	To be able to Take an active role in the process of creating advertising
4	To be able to grasp the process of shaping Advertising campaigns
5	To be able to analysis of advertising effectiveness and Measurement

**Programme Outcomes (Marketing)**

1	To be able to Utilize the theoretical information they have acquired in applications and practices
2	To be able to manage a process effectively to meet the demands
3	To be able to work in a group cooperatively, even if the work requires the involvement of team members from interdisciplines
4	To be able to Identify vocational problems and resolve them effectively
5	To be able to comply with occupational ethics and sense of responsibility
6	To be able to access and assess sectoral problems
7	To be able to be aware of legal regulations, and comply with them
8	To be able to develop the skill of effective Communicating
9	To be able to utilize communication and information technologies, as well as other technologies and equipment
10	To be able to plan and carry out vocational processes
11	To be able to display their vocational self-confidence at work place and develop the skill of having entrepreneurship personality
12	To be able comprehend, appreciate and comply with cultural and social responsibilities
13	To be able to develop an awareness for the need for life long learning
14	To be able to follow national and international contemporary issues
15	To be able to become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

**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	3	3	4	4	4
P2	3	4	5	4	4
P3	1	1	4	4	4
P4	3	3	5	4	4
P5	1	1	1	1	1
P6	3	3	3	3	3
P7	1	1	1	1	1
P8	3	4	4	4	1
P9	1	1	1	1	1
P10	3	3	3	3	3
P11	1	1	1	1	1
P12	3	3	3	3	3



P13	4	4	4	4	4
P14	3	4	4	4	4
P15	1	1	1	1	1

