



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Advertising							
Course Code		PMP106		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		With this course; ad identifying elements, objectives, types, advertising process, to understand the historical development of the advertising in the world and Turkey advertising policies and advertising media and advertising activities will have the ability to participate in an active way.							
Course Content		Advertising birth, active in advertising the development, advertisement purpose of construction, to provide information about the product, to make them realize the product target audience, build brand image, advertising features, advertising functions, the definition of advertising agencies, properties, the ad results and effects							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual 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	Reklamcılık
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Week	Weekly Detailed Course Contents	
1	Theoretical	Advertising definition, scope and historical development
2	Theoretical	Communication and Advertising
3	Theoretical	Advertising features
4	Theoretical	Advertising functions
5	Theoretical	Advertising Classification
6	Theoretical	Advertising management
7	Theoretical	Advertising construction purposes
8	Intermediate Exam	Midterm
9	Theoretical	Communications planning
10	Theoretical	Advertising media; cinema and newspaper ad production process
11	Theoretical	Advertising media; magazine ad-making process
12	Theoretical	Advertising media; outdoor advertising ad-making process
13	Theoretical	Advertising agency definitions, characteristics
14	Theoretical	The effect of advertising and advertising ethics
15	Theoretical	An overview of what has been learned about the course



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	8	4	0	32
Individual Work	7	3	0	21
Midterm Examination	1	15	1	16
Final Examination	1	13	1	14
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	
2	
3	
4	
5	

Programme Outcomes (Marketing)

1	Ability to use the theoretical information in the application
2	A process in order to meet the requirements of managing skills
3	Ability to work in interdisciplinary teams, including
4	Define and solve problems in professional practice
5	Professional ethics and responsibility
6	The ability to learn about sector problems
7	To understand the legal regulations and practices
8	Effective communication skills
9	Knowledge and use professional tools and techniques with other communication technology tools Ability
10	Career planning processes and practices
11	Vocational and entrepreneurial skills for self-reliance
12	Cultural and social responsibilities, understanding, adoption and application skills
13	Awareness of the necessity of lifelong learning and its ability to perform
14	To follow national and international contemporary issues
15	Ataturk's principles and be sensitive to the Revolution, to use the Turkish language correctly, have the ability to understand unfamiliar terms on the basis of official correspondence and make space

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	5	5	5
P3	5	5	5
P4	5	5	5

