



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Advertising							
Course Code		IYO251		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	72 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to teach students basic concepts and terms related to advertising							
Course Content		Advertising will be introduced with the marketing dimension							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
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 bilgi ve becerilerini pazarlama alanında uygulayabilme.
2	Reklam mesajını tüketici davranışlarıyla ilişkilendirmek.

Week	Weekly Detailed Course Contents	
1	Theoretical	Advertising concept, history and function
2	Theoretical	Advertisements' purpose and types
3	Theoretical	Place of advertising in marketing communication
4	Theoretical	Advertising Agencies
5	Theoretical	Research and strategic decisions in advertising
6	Theoretical	Creative works in advertising
7	Theoretical	Advertising construction techniques
8	Theoretical	Advertising campaigns
9	Intermediate Exam	Midterm exam
10	Theoretical	Media strategy, media plan and budget
11	Theoretical	Measurements of advertising effectiveness
12	Theoretical	Ethics in advertising
13	Theoretical	Advertising campaigns examples
14	Theoretical	Advertising campaigns examples
15	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	12	1	13
Final Examination	1	16	1	17
Total Workload (Hours)				72
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To have fundamental knowledge on advertising concepts and terminology
2	To be able to understand advertising goals and variations and use this information in advertising techniques
3	To be able to apply advertising strategies with an advertiser and advertising agency ID
4	Applying advertising knowledge and skills in the field of marketing



5	Associate the advertising message with consumer behavior.
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Programme Outcomes (Business Administration Management)

1	Use the economical information obtained in micro and macro scale, in their occupational lives.
2	Use information and communication technologies at the level required by their field.
3	Manage business finance, analyze business financial situation, and solve financial problems.
4	Gain management skill by managing and enhancing human resource effectively in accordance with business aims
5	Understand production and marketing functions as a whole, have proficiency in applying new production and marketing techniques.
6	Have proficiency in calculating cost, making entry, preparing and interpreting financial statements
7	Have proficiency in using business management function and applying and following new management techniques
8	Have proficiency for performing legal responsibilities of business, following and applying legislation
9	Have proficiency in following and applying vocational current and economic developments in national and international area.
10	Take responsibilities as a team member when dealing with issues and problems encountered in practice
11	Have the ability to use the computer and the required packaged software
12	Have the professional ethics in business life and business relations

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	2	5	4	2	5
P2	3	3	2	3	3
P3	4	4	3	4	4
P4	2	2	3	2	2
P5	5	1	4	5	1
P6	3	3	2	3	3
P7	4	3	2	4	3
P8	1	4	5	1	4
P9	2	2	3	2	2
P10	5	5	4	5	5
P11	3	1	2	3	1
P12	4	2	3	4	2

