



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Advertising And Graphic Design							
Course Code		HİT208		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	3	Practice	1	Laboratory	0
Objectives of the Course		The course in question, the basic principles of advertising, marketing and public relations as a component of the interaction, as well as the types of advertising creativity in advertising, media selection and analysis are intended to provide information on the effectiveness measurement.							
Course Content		Advertise descriptions, advertising media, the concept of the campaign, measure the effectiveness of advertising, advertising-related organizations.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)		Ins. Mehmet ŞEN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Reklamcılık, Müge Elden, İletişim Yayınları, 2005.
2	Reklamcılığa Yeni Bakış, Aysun Karabağ, 2007.

Week	Weekly Detailed Course Contents	
1	Theoretical	Conceptual expansion of advertising, its history, types, elements.
2	Theoretical	Social, economic, cultural and legal aspects ad
3	Theoretical	Classification of advertising
4	Theoretical	The evaluation of integrated marketing communication of ad
5	Theoretical	Advertising partners
6	Theoretical	Advertising campaign planning process input
7	Theoretical	Advertising Situation Analysis
8	Theoretical	Purposes of advertising, advertising target audience
9	Theoretical	Advertising strategies, advertising tactics
10	Theoretical	Advertising strategies, advertising tactics
11	Theoretical	Advertising budget, advertising practice, advertising testing and evaluation
12	Theoretical	Advertising content analysis and representation of the sample application
13	Theoretical	Storyboard (story schema) on the creative work
14	Theoretical	Advertise analysis study presentations

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Assignment	5	2	0	10
Term Project	6	2	0	12
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	To know advertising and advertising related to the general definitions
2	To dominate the selection and analysis of the target audience and media
3	•Campaign to design and write creative ad text, ad content analysis can
4	To measure the effectiveness
5	To understand the general condition of the advertising industry and advertising strategies

Programme Outcomes (Public Relations and Publicity)

1	To gain the skills of interdisciplinary group work
2	To acquire the abilities of understanding and expressing yourself.
3	To acquire ability of Project design, execution and evaluation in terms strategic communication.
4	To obey the ethic rules in applications of public relations and to gain social responsibility awareness.
5	To improve written and oral communication skills.
6	To help understand the global and social effects of communication occupation.
7	To get information about current events and analyze them within the scope of communication occupation.
8	To benefit from new media and communication technologies.
9	To provide the ability for analyzing different communication systems with an integrated approach.
10	To be aware of his own qualification in the studies of public relations and advertising.
11	To gain the basic occupational knowledge related to the public relation management.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

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

	L1	L3	L4	L5
P1	5	4	5	5
P2	5	4	5	5
P3	5	5	5	5
P4	5	5	5	5
P5	5	5	5	5
P6	5	5	5	5
P7	5	5	5	5
P8	5	5	5	5
P9	5	5	5	5
P10	5	5	5	5
P11	5	5	5	5

