



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Advertising and Promotion Techniques							
Course Code		İK452		Couse Level		First Cycle (Bachelor's Degree)			
ECTS Credit	6	Workload	151 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Advertising will be introduced within the context of marketing.							
Course Content		This course will examine marketing advertising and promotion issues.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Funda ODUNCUOĞLU							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Lecture Notes
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Advertising and Promotion
2	Theoretical	Culture, Society and Identity
3	Theoretical	Interaction and Change
4	Theoretical	Human Psychology
5	Theoretical	Consumer Behavior
6	Theoretical	Life style
7	Theoretical	Advertising and Theme
8	Theoretical	Promotion: Advertising, Public Relations, Sales Promotion, Promotion
9	Intermediate Exam	Midterms
10	Intermediate Exam	Midterms
11	Theoretical	Communication Process
12	Theoretical	relational Management
13	Theoretical	media planning
14	Theoretical	Algılama Yönetimi
15	Theoretical	Promotion Action Plan

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Individual Work	13	0	3	39
Midterm Examination	1	20	1	21
Final Examination	1	25	1	26
Total Workload (Hours)				151
[Total Workload (Hours) / 25*] = ECTS				6

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Preparing a draft of advertising budgeting.
2	Measuring the effectiveness of advertising.
3	Distinguishing required communication skills in marketing communications issues.
4	To associate advertising message with consumer behavior.



5	Implementing knowledge and skills of advertising in marketing.
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**Programme Outcomes (Human Resources Management)**

1	Having adequate scientific knowledge of Human Resources Management, basic business concepts and other social sciences
2	Thinking critically and analytically
3	Having knowledge of communication and information technologies
4	In-depth understanding of the research process and application of a range of research techniques into studies, researches and projects
5	In-depth understanding of usage of Human Resources Management and other social sciences theoretical and applied knowledge together.
6	Ability to interpret basic Business concepts from Human Resource Management perspective
7	Ability to implement basic HRM responsibilities in institutions such as HR Planning and staffing, labor relations, occupational healthy and safety, training planning, performance and rewards management, career planning, employment and interview techniques and legal HR issues
8	Implementing quality process approach into HRM process by considering institutional development, internal and external customer satisfaction; in case of need, having sense of responsibility making contribution for problem solving and continuous development and process excellence ability by problem identification, goal setting, reorganisation and change management skills
9	Management of resources and assets by considering budgetary, financial and legal issues; management of projects/operations with the ability of planning, implementation, and auditing; Having skills on management of self and other people
10	Enriching result oriented working approach with continuous learning approach
11	Strong oral and written communication skills and ability to present ideas and information effectively
12	Monitor and communicate with colleagues in a foreign language using at least the European Language Portfolio B1 General Level
13	Ability to work with people of various cultural and educational background by valuing team work, developing empathy and listening skills
14	Being conscious on social, academic and professional ethical values
15	Development of critical theoretical appreciation of 'how', 'why' and 'where' HRM contributes to and supports employee and societal development, and implementing these approach for applied and graduate projects and working life

**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	1	2	2	2	2
P2	3	4	4	1	3
P3	2	4	3	4	5
P4	3	2	2	2	3
P5	4	3	5	5	2
P6	5	4	5	3	4
P7	3	3	3	5	2
P8	5	5	5	3	4
P9	3	4	3	5	2
P10	5	3	5	4	3
P11	2	4	3	3	4
P12	2	3	5	2	5
P13	3	5	3	5	2
P14	4	3	5	5	4
P15	2	2	2	3	3

