



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Advertisement And Promotion							
Course Code		İŞLE622		Course Level		Third Cycle (Doctorate Degree)			
ECTS Credit	5	Workload	127 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Human either alone, or with the community to live on, reach the objectives of communicating. The need to communicate with humans, is caused by the desire to influence the environment. Organizational and group communication, in particular to control the behavior of people working together and communication is an indispensable means of directing a certain purpose. This aspect of communication is not just an exchange of messages, a common event format in the process of human socialization							
Course Content		Institutional approaches to communicate and connect with the necessity of the communication process and the types of concept, the scope of organizational communication, advertising the place and importance in terms of marketing, advertising management, agency and media relations.							
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	60

Recommended or Required Reading

1	İşletmelerde Reklamcılık ve Propaganda Yönetimi Doç.Dr. Tülin DURUKAN Savaş Yayınevi Ağustos 2009
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Week	Weekly Detailed Course Contents	
1	Theoretical	The need to communicate
2	Theoretical	The concept of communication, process and types.
3	Theoretical	Verbal communication is a beautiful and effective speaking.
4	Theoretical	Non-verbal communication.
5	Theoretical	Written communication.
6	Theoretical	Purpose and importance of organizational communication.
7	Intermediate Exam	Midterm Exams
8	Intermediate Exam	Midterm Exams
9	Theoretical	The need to communicate
10	Theoretical	Definitions of advertising and promotion.
11	Theoretical	The place and importance in terms of marketing, advertising and promotion.
12	Theoretical	Our advertising agency and media relations business.
13	Theoretical	Advertising and promotion rules.
14	Theoretical	Propaganda in the mass communication process management.

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	25	1	26
Final Examination	1	30	1	31
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Personal communication.
2	Organizational communication perspective.



3	Persuasion and influence the function of communication.
4	Combining and coordinating communication.
5	The place and importance in terms of marketing, advertising and promotion.
6	Advertising agencies working rules.
7	Advertising budget preparation techniques.

Programme Outcomes (Business Administration Doctorate)

1	To be able do and report scientific research and acquire skills for doing independent work
2	Have ethical sensitivity in planning and carrying out a scientific work
3	Be able to use the qualitative and quantitative research techniques appropriately in scientific work
4	Acquire team working skills to carry out disciplinary and interdisciplinary work
5	Develop competencies for preparing projects for business
6	Acquire skills for initiative, creativity and acting independent
7	Be able to adjust to new circumstances and gain problem solving skills
8	Be able to convey thoughts and suggestions supported by the qualitative and quantitative data effectively to the experts and non-experts of the area using written, verbal and non-verbal communication skills
9	Gain the necessary experience and capabilities for a productive and competent career in teaching and research
10	Be able to select and use the appropriate mathematical and statistical methods in scientific work.

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

	L1	L2	L3	L4	L5	L6	L7
P1	3	4	3	4	4	5	3
P2	3	4	3	5	4	5	3
P3	3	4	5	2	4	4	3
P4	4	4	3	3	5	4	4
P5	4	4	3	3	3	4	4
P6	4	4	4	4	3	3	3
P7	4	4	2	3	3	2	3
P8	4	4	4	3	4	3	3
P9	4	4	4	4	4	3	3
P10	4	4	4	4	4	3	3

