



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		International Advertising							
Course Code		HİRY511		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To teach advertising on an international level, to teach advertising strategies and advertising campaigns in line with the concept of interculturalism and what to pay attention to.							
Course Content		With this course, students will be able to learn advertising structures in different countries and the role of culture.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)		Prof. Mustafa Özgür SEÇİM							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Holt, Douglas B. , İkon Markalar, İstanbul:Mediacat, 2006. Borça, Güven. Bu Topraklardan Dünya Markası Çıkar mı?,İstanbul:Mediacat, 2002.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Place and importance of advertising in marketing communication studies, types of advertising.
2	Theoretical	Turkey and the world in globalization, strong and successful global brands.
3	Theoretical	Effects of Globalization on Advertising, Internationalization in Advertising Industry (Global Brands and Network Agencies), Conceptual Expansion of Global Advertising (International, Multinational, Intercultural and Multicultural Advertising).
4	Theoretical	Advertising Planning and Strategies of Globalizing Brands.
5	Theoretical	Cultural Conflicts as a Result of Advertising Strategies Produced by Global Brands, Use of Cultural Elements and Advertising Attracts True and False
6	Theoretical	Examples of Advertising Campaigns Produced by Global Brands 1
7	Intermediate Exam	mid term exam
8	Practice	Examples of Advertising Campaigns Produced by Global Brands 2
9	Practice	student presentations
10	Practice	student presentations
11	Practice	student presentations
12	Practice	student presentations
13	Practice	student presentations
14	Final Exam	final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Midterm Examination	1	29	1	30
Final Examination	1	29	1	30
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	will be able to analyze the differentiation in advertising and adherence process
2	Develop strategic plan



3	Will be able to manage message creation and planning process
4	Evaluate and apply creative tactics
5	Will be able to use advertising and other tools integrated

Programme Outcomes (Public Relations and Advertising Master)

1	Students will be able to examine the cultural aspects of communication and conduct academic studies on it.
2	Be able to handle the message strategy in the institutional framework
3	Have knowledge about the principles of advertising, marketing principles of multimedia, internet and mobile communication.
4	Basic methods of planning and evaluation of advertising campaigns
5	Ability to interpret advertising and other marketing communications efforts
6	Gains ability in brand, brand image, brand creation and brand equity. Integrated marketing management and strategic role
7	Strategy for distribution channels, retailing and point of purchase
8	Strategy for distribution channels, retailing and point of purchase
9	Characteristics of scientific research and social phenomena
10	Creative thinking and advertising writing and related process

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	3	5		3	
P2	5	5	4	4	5
P3		4	3	4	3
P4	4	5	3	3	4
P5		4	3	4	5
P6	5	4	5	3	4
P7	5	4	5	5	
P8	5	4		4	4
P9	5	4		5	
P10		4	5	4	

