



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Political Advertising							
Course Code		HİRY514		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		our students will be more interested in the issues of the country, learn the importance of being a conscious voter and see the intense impact of communication / advertising on persuasion. Political communication campaign consultancy also stands out as a new career field for our students. This course will create awareness and enable our students to turn to this field.							
Course Content		The phenomenon of communication has been used effectively in the political environment in recent years and the election campaigns have started to attract the attention of the society. Election campaigns, which have a very important place in the decision making of voters, are based entirely on communication elements and strategic communication techniques and methods are applied to convince the voter. Communication methods used in public relations, advertising, interpersonal communication, and election campaigns will be discussed in detail in this course and how communication is shaped in the political environment will be revealed. Advertising is often described as a phenomenon used in the promotion of products and services, and its role in the political arena remains in the background. In the course, political advertising will be highlighted, its effect on voter choice will be emphasized and effective political advertising campaign implemented in various local and general elections in Turkey will be discussed in detail.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Hıfzı Topuz, Siyasal Reklamcılık / Dünyadan ve Türkiyeden Örneklerle.. Cem Yayınevi / 1991
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Week	Weekly Detailed Course Contents	
1	Theoretical	The phenomenon of politics, the concept of communication and the truth of democracy
2	Theoretical	Advertising concept; What is it, what does it do, what are its aims and functions?
3	Theoretical	What are ad types? Why are advertising environments important?
4	Theoretical	Concept of Political Advertising; political dimensions of advertising
5	Theoretical	Politics tekniğeş the context of political advertising in Turkey
6	Theoretical	The phenomenon of political advertising and propaganda
7	Intermediate Exam	mid term exam
8	Theoretical	Political marketing concept
9	Theoretical	Election campaigns, voter preference and communication
10	Theoretical	Interpretation of election campaigns from the perspective of political advertising
11	Theoretical	Sample election campaign evaluation
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	To be able to comprehend the basic concepts of other disciplines related to the discipline of public relations
2	to be able to make connections with other disciplines
3	to explain the difference between advertising and political advertising
4	explain the difference between political campaign and political advertising
5	measure the impact of political advertising

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

