



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Ethical Supervision of Advertising and Promotion Activities							
Course Code		HİRY529		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		Review social and political institutions presented by ethical theories. Review ethical issues (rights, obligations) and processes (scope, interaction, advertising, technological innovations) in the context of communication. To encourage students to use case studies in theory and practice in communication studies.							
Course Content		This course is designed to introduce students to various philosophical ethical approaches and to investigate the main moral dilemmas in the field of communication and the practices it brings with it.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	World Press Institute: <a href="http://www.worldpressinstitute.org">www.worldpressinstitute.org</a>
2	Freedom Forum: <a href="http://www.freedomfourm.org">www.freedomfourm.org</a>
3	International Business Ethics Institute: <a href="http://www.businessethics.org">www.businessethics.org</a>

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to the course
2	Theoretical	Theoretical ethics I: Deontological ethical theories
3	Theoretical	Theoretical ethics II: Theories of consequential ethics
4	Theoretical	Theoretical ethics III: Virtue theories
5	Theoretical	Applied ethics
6	Theoretical	Ethics in journalism
7	Theoretical	Ethics for the public
8	Intermediate Exam	Midterm Exams
9	Theoretical	Documentary Screening
10	Theoretical	Public relations and ethics
11	Theoretical	New media and ethics I
12	Theoretical	New media and ethics II
13	Theoretical	General Overview
14	Theoretical	General Overview
15	Final Exam	Final Exams

### 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	Identify the importance of ethics and its limits with areas of use, develop awareness.
---	--



2	To understand the importance of ethics and to create conceptual inferences within the framework of communication.
3	Research ethics of communication.
4	To provide moral decision making on the controversial issues of communication and media practices.
5	Analyze various communication paradigms and examine in depth different perspectives

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

