

Design Department / Design Department /		Teoretical	Practice	Laboratory	Credits	ECTS
GRF101 ADVERTISEMENT ANALYSIS		2.00	0.00	0.00	2.00	4.00
Course Detail						
Course Language	: Turkish					
Qualification Degree	: PreBachelor					
Course Type	: Compulsory					
Preconditions	: Not					
Objectives of the Course	: To teach Advertising, advertising promotion, types, purposes, advertising relationships graphic arts, advertising, advertising media and analysis methods.					
Course Contents	: The advertising by definition, advertising, the history at Turkey and World, advertising's objectives, advertising, relationship with other disciplines, the economic and social effects of advertising, the advertising's functions, the advertising's classification (types), the benefits of advertising, the advertising process, advertising media, advertising media selection, the types of advertising media and its properties. research and situation analysis at formation process of advertising campaign, the objectives of campaign. To determine the campaign's strategy. To determining the methods of advertising budget and the campaign's budget, Can make the implementation and evaluation of advertising campaign, creative works and items (message, title, slogan, text) in advertising campaign. advertising and creativity, the basic creative strategies used in advertising campaigns. The advertising and creativity, the basic creative strategies used in advertising campaigns . Production works at broadcast advertising vehicles, making advertising text for broadcast advertising tools. The measure of advertising effectiveness, advertising pre-event measurement methods and measurement methods to the advertising after the event. The Institutions and organizations (advertising, advertising agencies, media, advertising departments, advertising board) related to advertising. the Institutions and organizations (advertising, advertising agencies, media, advertising departments, advertising board) related to advertising.					
Recommended or Required Reading	: Computer and its hardware, books and other resources, projector, and relevant design program. Wells, W., Burnett, J., & Moriarty, S. (2011). Advertising: Principles and Practice. Leiss, W., Kline, S., Jhally, S. (2018). Social Communication in Advertising. Becer, E. (2019). Reklam Tasarımı ve Uygulamaları. - https://www.youtube.com/watch?v=PwXFmqQCK60 - https://www.youtube.com/watch?v=fiEIYWwwKI4 - https://pt.scribd.com/document/162655776/Judith-Williamson-Decoding-Advertisements-TEACHING-MEDIA - https://williamwolff.org/wp-content/uploads/2014/08/Barthes-Rhetoric-of-the-image-ex.pdf - https://www.academia.edu/31884228/Discourse_of_advertising_by_guy_cook - https://www.researchgate.net/publication/225084026_Marketing_Management - https://www.researchgate.net/publication/46966230_Advertising_and_Promotion_An_Integrated_Marketing_Communication_Perspective - https://spstudentenhancement.wordpress.com/wp-content/uploads/2015/03/stuart-hall-1980.pdf - https://link.springer.com/book/10.1007/978-1-349-16079-2 - https://www.jstor.org/stable/1251597 - https://www.academia.edu/1340095/Global_marketing_and_advertising_Understanding_cultural_paradoxes - https://www.tandfonline.com/journals/ujoa20					
Planned Learning Activities and Teaching Methods	: Telling Method, Showing and Doing Method, Problem Solving Method, Question-Answer, Self-Study Method					
Recommended Optional Programme Components	: They should develop their skills in product, target audience, opportunities provided by today's technologies and design relationships.					
Course Instructors	: Öğr. Gör. Gülsah Bilgin					
Instructor's Assistants	: There is no teaching assistant.					
Presentation Of Course	: Face to face practice in computer laboratory.					
Update Date	: 9/3/2025 6:35:32 PM					
Dosya İndirilme Tarihi	: 9/8/2025					

Course Outcomes
Upon the completion of this course a student :
1 Can explain the definition of advertising, the history of advertising in Turkey and worldwide, the purposes of advertising, its relationship with other disciplines, and its economic and social impacts.
2 Can comprehend the functions of advertising, the classification (types) of advertising, its benefits, and the advertising process.
3 Can comprehend advertising media, the selection of advertising media, types of advertising media, and their characteristics.

Preconditions						
Course Code	Course Name		Teoretical	Practice	Laboratory	Credits ECTS
Weekly Contents						
	Teoretical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
1.Week	*Advertising as a definition, the history of advertising in Turkey and the world, the purposes of advertising, the relationship between advertising and other branches of science, the economic and social effects of advertising.	*A current advertising campaign is viewed in class, and initial observations are conducted. Theoretical explanation, student assignments, and a research week.	*This course covers topics such as how a brand's advertisement is processed in line with the marketing strategy in an advertising agency, the operational structure of advertising management, the effects of advertising and the effects of globalization on advertising, and advertising control principles. https://www.youtube.com/watch?v=PwXFmqQCK60	*Telling Method, Showing and Doing Method, Problem Solving Method, Question-Answer, Self-Study Method	Ö.C.1 Ö.C.2 Ö.C.3	
2.Week	*Functions of advertising, classification (types) of advertising, benefits of advertising, advertising process. Homework assignments to be implemented by students, brought to the visualization/presentation stage, and critiqued.	*A current advertising campaign is viewed in class, and initial observations are conducted. Theoretical explanation, student assignments, and a research week.	*This course covers topics such as how a brand's advertisement is processed in line with the marketing strategy in an advertising agency, the operational structure of advertising management, the effects of advertising and the effects of globalization on advertising, and advertising control principles. https://www.youtube.com/watch?v=fiEIYWwwKI4	*Telling Method, Showing and Doing Method, Problem Solving Method, Question-Answer, Self-Study Method	Ö.C.1 Ö.C.2 Ö.C.3	

	Teoretical	Practice	Laboratory	Preparation Info		Teaching Methods	Course Learning Outcomes
3. Week	*Advertising media, advertising media selection, advertising media types and features. Students will be required to implement, visualize/present, and critique homework assignments.		*A current advertising campaign is viewed in class, and initial observations are conducted. Theoretical explanation, student assignments, and a research week.	*This course covers topics such as how a brand's advertisement is processed in line with the marketing strategy in an advertising agency, the operational structure of advertising management, the effects of advertising and the effects of globalization on advertising, and advertising control principles. https://pt.scribd.com/document/162655776/Judith-Williamson-Decoding-Advertisements-TEACHING-MEDIA		*Telling Method, Showing and Doing Method, Problem Solving Method, Question-Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
4. Week	*The concept of an advertising campaign, the process of creating an advertising campaign. Students will implement the assignments, bring them to the visualization/presentation stage, and critique them.		*A current advertising campaign is viewed in class, and initial observations are conducted. Theoretical explanation, student assignments, and a research week.	*This course covers topics such as how a brand's advertisement is processed in line with the marketing strategy in an advertising agency, the operational structure of advertising management, the effects of advertising and the effects of globalization on advertising, and advertising control principles. https://williamwolff.org/wp-content/uploads/2014/08/Barthes-Rhetoric-of-the-image-ex.pdf		*Telling Method, Showing and Doing Method, Problem Solving Method, Question-Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
5. Week	*Research and situation analysis during the advertising campaign development process, determining campaign objectives. Student implementation of assignments, visualization/presentation, and critique.		*A current advertising campaign is viewed in class, and initial observations are conducted. Theoretical explanation, student assignments, and a research week.	*This course covers topics such as how a brand's advertisement is processed in line with the marketing strategy in an advertising agency, the operational structure of advertising management, the effects of advertising and the effects of globalization on advertising, and advertising control principles. https://www.academia.edu/31884228/Discourse_of_advertising_by_guy_cook		*Telling Method, Showing and Doing Method, Problem Solving Method, Question-Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
6. Week	*Determining the campaign strategy. Implementation of assignments by students, visualization/presentation, and critique.		*A current advertising campaign is viewed in class, and initial observations are conducted. Theoretical explanation, student assignments, and a research week.	*This course covers topics such as how a brand's advertisement is processed in line with the marketing strategy in an advertising agency, the operational structure of advertising management, the effects of advertising and the effects of globalization on advertising, and advertising control principles. https://www.researchgate.net/publication/225084026_Marketing_Management		*Telling Method, Showing and Doing Method, Problem Solving Method, Question-Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
7. Week	*Determining the campaign budget and advertising budget determination methods. Students will be required to complete the assignments, visualize/present them, and critique them.		*A current advertising campaign is viewed in class, and initial observations are conducted. Theoretical explanation, student assignments, and a research week.	*This course covers topics such as how a brand's advertisement is processed in line with the marketing strategy in an advertising agency, the operational structure of advertising management, the effects of advertising and the effects of globalization on advertising, and advertising control principles. https://www.researchgate.net/publication/46966230_Advertising_and_Promotion_An_Integrated_Marketing_Communication_Perspective		*Telling Method, Showing and Doing Method, Problem Solving Method, Question-Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
8. Week	*Topic Review and Midterm Exam.		*A current advertising campaign is viewed in class, and initial observations are conducted. Theoretical explanation, student assignments, and a research week.	*This course covers topics such as how a brand's advertisement is processed in line with the marketing strategy in an advertising agency, the operational structure of advertising management, the effects of advertising and the effects of globalization on advertising, and advertising control principles.		*Telling Method, Showing and Doing Method, Problem Solving Method, Question-Answer, Self-Study Method	

	Teoretical	Practice	Laboratory	Preparation Info		Teaching Methods	Course Learning Outcomes
9. Week	*Creative work and its elements (message, headline, slogan, text) in the advertising campaign, implementation, and evaluation of the advertising campaign. Student implementation, visualization/presentation, and critique of assignments.		*A current advertising campaign is viewed in class, and initial observations are conducted. Theoretical explanation, student assignments, and a research week.	*This course covers topics such as how a brand's advertisement is processed in line with the marketing strategy in an advertising agency, the operational structure of advertising management, the effects of advertising and the effects of globalization on advertising, and advertising control principles. https://spstudentenhancement.wordpress.com/wp-content/uploads/2015/03/stuart-hall-1980.pdf		*Telling Method, Showing and Doing Method, Problem Solving Method, Question-Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
10. Week	*Advertising and creativity: basic creative strategies used in advertising campaigns. Students will implement, visualize/present, and critique assignments.		*A current advertising campaign is viewed in class, and initial observations are conducted. Theoretical explanation, student assignments, and a research week.	*This course covers topics such as how a brand's advertisement is processed in line with the marketing strategy in an advertising agency, the operational structure of advertising management, the effects of advertising and the effects of globalization on advertising, and advertising control principles. https://link.springer.com/book/10.1007/978-1-349-16079-2		*Telling Method, Showing and Doing Method, Problem Solving Method, Question-Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
11. Week	*Production work on print advertising media, including preparing advertising copy for print advertising media. Student assignments will be implemented, visualized/presented, and critiqued.		*A current advertising campaign is viewed in class, and initial observations are conducted. Theoretical explanation, student assignments, and a research week.	*This course covers topics such as how a brand's advertisement is processed in line with the marketing strategy in an advertising agency, the operational structure of advertising management, the effects of advertising and the effects of globalization on advertising, and advertising control principles. https://www.jstor.org/stable/1251597		*Telling Method, Showing and Doing Method, Problem Solving Method, Question-Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
12. Week	*Production work for broadcast advertising media, writing advertising copy for broadcast advertising media. Student assignments, visualization/presentation, and critique.		*A current advertising campaign is viewed in class, and initial observations are conducted. Theoretical explanation, student assignments, and a research week.	*This course covers topics such as how a brand's advertisement is processed in line with the marketing strategy in an advertising agency, the operational structure of advertising management, the effects of advertising and the effects of globalization on advertising, and advertising control principles. https://www.academia.edu/1340095/Global_marketing_and_advertising_Understanding_cultural_paradoxes		*Telling Method, Showing and Doing Method, Problem Solving Method, Question-Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
13. Week	*Measuring advertising effectiveness, pre-advertisement effectiveness measurement methods, post-advertisement effectiveness measurement methods. Homework assignments to be implemented by students, brought to the visualization/presentation stage, and critiqued.		*A current advertising campaign is viewed in class, and initial observations are conducted. Theoretical explanation, student assignments, and a research week.	*This course covers topics such as how a brand's advertisement is processed in line with the marketing strategy in an advertising agency, the operational structure of advertising management, the effects of advertising and the effects of globalization on advertising, and advertising control principles. https://www.tandfonline.com/journals/ujoa20		*Telling Method, Showing and Doing Method, Problem Solving Method, Question-Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
14. Week	*Institutions and organizations related to advertising (advertisers, advertising agencies, media advertising departments, advertising boards). Application of homework by students, visualization/presentation and critique.		*A current advertising campaign is viewed in class, and initial observations are conducted. Theoretical explanation, student assignments, and a research week.	*This course covers topics such as how a brand's advertisement is processed in line with the marketing strategy in an advertising agency, the operational structure of advertising management, the effects of advertising and the effects of globalization on advertising, and advertising control principles. In-class presentations of selected advertising campaigns		*Telling Method, Showing and Doing Method, Problem Solving Method, Question-Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3

	Teoretical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
15. Week	*General Evaluation.			*A current advertising campaign is viewed in class, and initial observations are conducted. Theoretical explanation, student assignments, and a research week.	*Telling Method, Showing and Doing Method, Problem Solving Method, Question-Answer, Self-Study Method	Ö.C.1 Ö.C.2 Ö.C.3 Ö.C.1 Ö.C.2 Ö.C.3 Ö.C.1 Ö.C.2 Ö.C.3 Ö.C.3

Assesment Methods %
1 Ara Sınav: 40.000
3 Final : 60.000

ECTS Workload				
Activities	Count	Time(Hour)	Sum of Workload	
Vize	1	2.00	2.00	
Ders Öncesi Bireysel Çalışma	4	4.00	16.00	
Ders Sonrası Bireysel Çalışma	4	4.00	16.00	
Ara Sınav Hazırlık	1	1.00	1.00	
Final Sınavı Hazırlık	1	1.00	1.00	
Ödev	5	10.00	50.00	
Ev Ödevi	5	5.00	25.00	
Proje	3	3.00	9.00	
Total : 120.00				
Sum of Workload / 30 (Hour) : 4				
ECTS : 4.00				

Program And Outcome Relation															
	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15
L.O. 1	5	3	5	5	5	5	5	4	5	3	5	5	5	5	0
L.O. 2	5	3	5	5	5	5	5	4	5	3	5	5	5	5	0
L.O. 3	5	3	5	5	5	5	5	4	5	3	5	5	5	5	0
Average	5.00	3.00	5.00	5.00	5.00	5.00	5.00	4.00	5.00	3.00	5.00	5.00	5.00	5.00	0

BEWARE OF PLAGIARISM Please pay attention to proper academic citation rules and avoid plagiarism, an unethical and academically fraudulent behavior, when completing reports, assignments, or other academic works, and it is treated with the same disciplinary action as cheating in a classroom setting. It is imperative to refrain from presenting another person's ideas, language, expressions, or any other form of intellectual property as your own. Regardless of quality, your assignments/projects/research should reflect your original work. Perfection is not a requirement, and in case of any uncertainties regarding academic writing guidelines, you may seek clarification from your course instructor.

Engel Durumu/Uyarılama Talebi : Engel durumuna ilişkin herhangi bir uyarılama talebinde bulunmak isteyen öğrenciler, dersin öğretim elemanı ya da Nevşehir Engelli Öğrenci Birimi ile en kısa sürede iletişime geçmelidir.