

	Teorical	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	

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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

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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.	*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	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.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 OutcomeRelation															
	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
Avarage	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.