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| **Course Name** | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** |
| **Advertising and Advertising Applications** |  | 2 | 2+0 | 2 | 3 |
| Prerequisite Courses |  |
| Language of the Course | Turkish |
| Type of Course | Optional |
| Course Coordinator |   |
| Instructor |  |
| Course Assistants |  |
| The aim of lesson | It is aimed to measure advertisement definitions, advertisement purposes, relation of advertisement with other sciences, social and economic effects of advertisement, advertisement environments, production studies for advertisement and advertisement effectiveness. |
| Course Learning Outcomes | At the end of this course, the student;1-Defines and explains the concept of advertising.2-Can understand the operation of advertising and advertising in terms of all sectors.3-Can learn the basic features of advertising.4-Comprehend the aims of advertising and advertising.5- Evaluate the operation process of advertisements |
| Course Content | Basic concepts of advertising, visual and audio advertising techniques, advertising production, measuring the effectiveness of advertising. |
| **Weeks** | **Topics** |
| one | Advertising general definitions |
| 2 | Advertising general definitions |
| 3 | Printed advertisement environments |
| 4 | Image auditory ads |
| 5 | Other advertisement environments |
| 6 | Offer concept and your creativity importance |
| 7 | Offer concept and your creativity importance |
| 8 | Advertisement to your vehicles oriented production studies |
| 9 | Advertisement to your vehicles oriented production studies |
| 10 | Advertisement to your vehicles oriented production studies |
| 11th | Advertisement of its effectiveness measuring |
| 12 | Advertisement of its effectiveness measuring |
| 13 | by advertising relating to institution and organizations |
| 14 | by advertising relating to institution and organizations |
| 15 | Advertisement board and regulation |

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| **General Competencies** |
| from students this your lesson mother their subjects their understanding and fields with in applications their use expected . |
| **resources** |
| Topsumer , F. and Elden, M. (2016). *Advertising, concepts, decisions, institutions* , İletişim Publishing |
| **Evaluation System** |
| It is stated in the syllabus at the beginning of the semester. |

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| **WITH PROGRAM LEARNING OUTCOMES****COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** |
| **LO1** | 2 | - | 2 | - | one | - | 3 | - | - | - | - |
| **LO2** | 2 | - | 2 | - | 2 | - | 4 | - | - | - | - |
| **LO3** | 2 | - | 2 | - | 2 | - | 3 | - | - | - | - |
| **LO4** | 2 | - | 3 | - | 2 | - | 4 | - | - | - | - |
| **LO5** | 2 | - | 4 | - | 3 | - | 4 | - | - | - | - |
| **REVENGE: Learning Outputs OP: Program Outputs** |
| **Contribution****level** | **1 Very Low** | **2 Low** | **3 Medium** | **4 High** | **5 Very High** |

Relation of Program Outcomes and Related Course

|  |  |  |  |  |  |  |  |  |  |  |  |
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| **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** |
| Advertising and Advertising Applications | 2 | - | 3 | - | 2 | - | 4 | - | - | - | - |

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