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