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| --- | --- | --- | --- | --- | --- |
| **Course Name** | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** |
| **Advertisement and Advertising Applications** |  | 3 | 2+0 | 2 | 3 |
| Prerequisite Courses |  |
| Language of the Course | Turkish |
| Type of Course | Compulsory |
| Course Coordinator |   |
| Instructor |  |
| Course Assistants |  |
| The aim of lesson | student , learning and teaching techniques about information and skill owner is that . |
| Course Learning Outcomes | This lesson finally student ;1-Cultural industry concepts about information owner happens .2-The advertising industry basis its actors can explain .process of globalization advertisement of the industry spent changes  can evaluate .4-Advertising and consumption culture your relationship can explain .5-Consumption culture and your ad fordist and postfordist periods can evaluate . |
| Course Content | media , culture \_ and ad , add r history , press and \_ advertisement , radio \_ and advertisement , television \_ and advertising , internet and \_ advertising , mobile \_ advertisement , in the r- add ethical , legal regulations and audit |
| **Weeks** | **Topics** |
| 1 | Media , Culture \_ and Advertisement |
| 2 | Media , Culture \_ and Advertisement |
| 3 | Add your R Date |
| 4 | press \_ and Advertisement |
| 5 | radio \_ and Advertisement |
| 6 | radio \_ and Advertisement |
| 7 | television \_ and Advertisement |
| 8 | television \_ and Advertisement |
| 9 | internet \_ and Advertisement |
| 10 | internet \_ and Advertisement |
| 11 | mobile \_ Advertisement |
| 12 | mobile \_ Advertisement |
| 13 | R in the joint Ethical , Legal Arrangements and Audit |
| 14 | in advertising Ethical , Legal Arrangements and Audit |

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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** |
| TC Anatolia University Publication No: 2883 Open Education Faculty Publication No: 1791 Media and Advertisement writers Dağtaş B. ( Unit 1) Yıldırım Skilled S. ( Unit 2, 3, 6) Birsen Ö. ( Unit 4) Dağtaş E. ( Unit 5) Çelik Y. ( Unit 7, 8) Editor Dagtas B. |
| **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** | **PO12** |
| **LO1** |  |  | 1 | 1 |  |  |  |  | 2 |  |  | 1 |
| **LO2** | 1 |  | 2 | 2 |  |  | 1 |  | 1 |  |  | 2 |
| **LO3** | 2 |  | 3 | 3 |  |  | 2 |  |  |  |  | 3 |
| **LO4** | 1 |  | 2 | 2 |  |  | 1 |  |  |  |  | 2 |
| **LO5** | 2 |  | 3 | 3 |  |  | 2 |  |  |  |  | 3 |
|  |
| **Contribution level** | **1 lot Low** | **2 Low** | **3 Medium** | **4 High** | **5. A lot High** |

Relation of Program Outcomes and Related Course

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** |
| Advertisement and Advertising Applications | 2 |  | 2 | 2 |  |  | 1 |  |  | 3 |  | 2 |

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