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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 | | | | | |  |  | | --- | | **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. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **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 | |