

## Content

| Course Code | Course Name            | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|------------------------|----------|--------|----------|-----|--------|------|
| RPS 582     | Advertising Strategies | 1        | 3      | 0        | 0   | 3      | 6    |

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| Prerequisites          |  |
| Admission Requirements |  |

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|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Language of Instruction | Turkish                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Course Type             | Elective                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Course Level            | Masters Degree                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Objective               | Bu dersin amacı reklam planlamasının temel evreleri üzerine bilgi vermektir. Reklamveren ve reklam ajansının bir reklam kampanyası planlanma sürecinde nasıl çalıştıkları, reklam planması konusunda, araştırma, planlama ve uygulama evrelerini gerçekleştirirken nasıl bir yol izledikleri işlenecektir.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Content                 | Reklam planlamasının araştırma, planlama, uygulama ve değerlendirme evreleri                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| References              | <p>Ders notları</p> <p>Müge Elden Reklam ve Reklamcılık,Say Yayınları, İstanbul 2009</p> <p>Fusun Kocabaş, Müge Elden, ,Reklam ve Yaratıcı Strateji, İstanbul, Yayınevi yayıncılık, 1997.</p> <p>Fusun Kocabaş, Müge Elden, Nilay Yurdakul, Reklam ve Halkla İlişkilerde Hedef Kitle, İletişim Yayınevi, İstanbul</p> <p>Gül Rengin Küçükeroğan, Reklam Söylemi, Es, 2005.2002.</p> <p>Robert Leduc, La Publicité: Une Force au Service de l'Entreprise, Paris, Dunod, 1990.</p> <p>Gaye Özdemir Yaylacı, Reklamda Stratejilerle Yönetim, Alfa Basım Dağıtım, İstanbul 1999.</p> <p>Max Sutherland, Alice K. Sylvester, Reklam ve Tüketici Zihni, Mediacat Kitapları, İstanbul 2003.</p> <p>Halime Yücel, Reklamcılığın Temel İlkeleri, Nobel yayıncılık, 2022.</p> <p><a href="http://www.ipsos.com.tr">http://www.ipsos.com.tr</a></p> <p><a href="http://tuad.org.tr/">http://tuad.org.tr/</a></p> |

## Theory Topics

| Week | Weekly Contents                       |
|------|---------------------------------------|
| 1    | The concept of advertising planning   |
| 2    | Objectives of an advertising campaign |
| 3    | Product analysis                      |
| 4    | Target analysis                       |
| 5    | Target analysis                       |
| 6    | Target analysis                       |
| 7    | Creative Strategies                   |
| 8    | Creative Strategies                   |
| 9    | Creative Strategies                   |
| 10   | Advertising media                     |
| 11   | Advertising media                     |
| 12   | Analysis of an advertising campaign   |
| 13   | Presentation                          |
| 14   | Presentation                          |

Content

| Course Code | Course Name                                          | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|------------------------------------------------------|----------|--------|----------|-----|--------|------|
| RPS 502     | Information Society and Organizational Communication | 1        | 3      | 0        | 0   | 3      | 6    |

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| Prerequisites          |  |
| Admission Requirements |  |

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|-------------------------|----------------|
| Language of Instruction | Turkish        |
| Course Type             | Elective       |
| Course Level            | Masters Degree |
| Objective               |                |
| Content                 |                |
| References              |                |

Theory Topics

| Week | Weekly Contents |
|------|-----------------|
|------|-----------------|

## Content

| Course Code | Course Name                                                | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|------------------------------------------------------------|----------|--------|----------|-----|--------|------|
| RPS 541     | Persuasion Strategies and digital communication management | 1        | 3      | 0        | 0   | 3      | 6    |

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| Prerequisites          |  |
| Admission Requirements |  |

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|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Language of Instruction | Turkish                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Course Type             | Compulsory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Course Level            | Masters Degree                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Objective               | <p>Bu ders kapsamında, ikna öğrenilebilen ve geliştirilebilen yöntem ve teknikler bütünü olarak kabul edilerek "nasıl daha etkili iletişim kurabilirim" sorusuna cevap aranmaktadır. Kuramsal açılımların sosyal psikoloji alanında geliştirilen çalışmalara ve laboratuvar deneylere dayandığı olduğu ikna stratejileri , günümüzde iş dünyası ve siyaset başta olmak üzere sosyal ilişkilerin her alanında başarının anahtarı olarak kabul görmektedir. Ders kapsamında kavramsal açılımların iş dünyası öğretileriyle sentezlenmesi hedeflenmektedir.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Content                 | <ol style="list-style-type: none"><li>1. Ders planının ve ders dahilinde yapılacak çalışmaların tanıtımı</li><li>2. Tarihsel perspektifte iknanın değişen tanımı</li><li>3. Retorik</li><li>4. Propaganda uygulamaları<ul style="list-style-type: none"><li>• G. Le Bon “ Kitleler Psikolojisi”</li><li>• G. Tarde “ Taklit Kanunları</li></ul></li><li>5. Tutum Değişimine Kuramsal Yaklaşımlar:<ul style="list-style-type: none"><li>• Tutum Nedir?</li><li>• Tutumun Öğeleri</li></ul></li><li>6. Tutumlar arası tutarlılık ve Tutum- Davranış İlişkisi<ul style="list-style-type: none"><li>• Heider’in “Denge Kuramı”</li><li>• Festinger’in “Bilişsel Çelişki Kuramı”</li></ul></li><li>7. C. Hovland “ Temel İletişim ve Tutum Değişimi Modeli”<br/>Kaynağın özellikleri:<ul style="list-style-type: none"><li>• İnanırlık, Saygınlık, Güvenilirlik</li><li>• Sempati</li></ul></li><li>8. C. Hovland “ Temel İletişim ve Tutum Değişimi Modeli”<ul style="list-style-type: none"><li>• İletişimin özellikleri: Görüş Farkı, Tek Yönlü – Çift Yönlü iletişim – Duygusal, Ussal İletişim</li><li>• Hedefin özellikleri</li></ul></li><li>9. Vize</li><li>10. Mc Guire’e göre İkna Edici İletişim Faktörleri -</li><li>11. Petty ve Cacioppo, “Ayrıntılı İnceleme Olasılığı Modeli”- ( ELM)</li><li>12. Teknoloji ve İkna<ul style="list-style-type: none"><li>• Web’in inanırlığının ölçülmesi</li><li>• Mobil İletişimin ikna gücü</li></ul></li></ol> |

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|            | <ul style="list-style-type: none"> <li>• Stanford Üniversitesi İknâ Edici Teknoloji Laboratuvarı araştırma sonuçlarının incelenmesi</li> </ul> <p>13. Kampanya Analizi I: Siyasi İletişim, Reklam, Sosyal Soumluluk Projeleri alanlarında uygulamalar</p> <p>14. Kampanya Analizi II: Siyasi İletişim, Reklam, Sosyal Soumluluk Projeleri alanlarında uygulamalar</p> <p>y</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| References | <p>ALMEIDA Fabrice d', Images et Propagande, Casterman, Paris, 1995.</p> <p>BAIRD Jay W, The mythical world of Nazi war propaganda : 1939-1945 University of Minnesota Press, Minneapolis- Minn, 1974.</p> <p>BELLENGER Lionel, La persuasion, PUF, Collection que sais-je?, Paris, 1992.</p> <p>CIALDINI Robert B., İknânın Psikolojisi, traduit par Fevzi Yalım, MediaCat Kitapları, Ankara, 2001.</p> <p>CIALDINI Robert B., Influence: Science and Practice, Allyn &amp; Bacon, 2003.</p> <p>CIALDINI Robert B., Harnessing the Science of Persuasion, Harvard Business Review; Vol. 79 Issue 9, 2001, pp72-79.</p> <p>HOGAN Kevin, The Psychology of persuasion: how to persuade others to your way of thinking, Pelican Publisging Company, Gretna, Louisiana, 2002.</p> <p>LE BON Gustave, Psychologie des foules, PUF/Quadrige, 5e éd., Paris, 1995.</p> <p>LEVINE Robert V., Power of Persuasion: How we're bought and sold, John Wiley&amp;Sons, New Jersey, 2003.</p> <p>JOHNSTON D: Deirdre, The art and science of persuasion, Madison, Wis, Mc Graw Hill, 1994.</p> <p>JOWETT Garth, O'DONNELL Victoria, Propaganda and persuasion, Sage, London, 1986.</p> <p>KAĞITÇIBAŞI Çiğdem, İnsan ve insanlar: sosyal psikolojiye giriş, Evrim Basın Yayın Dağıtım, İstanbul, 1988.</p> <p>KAPFERER Jean-Noel, Les chemins de la persuasion : le mode d'influence des media et de la publicité sur les comportements, Gauthier-Villars, Paris, 1978.</p> <p>MESSARIS Paul, Visual Persuasion: The Role of Images in Advertising, Sage Publications, London, 1997.</p> <p>MİLLS Harry, Artful Persuasion: How to Command Attention, Change Minds, and Influence People, Publication Data, New York, 2000.</p> <p>MORTENSEN Kurt W, Maximum İnfluence: the 12 universel laws of power persuasion, Publication Data, New York, 2004.</p> <p>PERLOFF Richard, The dynamics of Persuasion: communication and attitudes in the 21st century, Lawrence Erlbaum, London, 2003.</p> <p>PETTY Richard E., CACIOPPO John T., The Elaboration Likelihood Model of Persuasion, Advances in Experimental social psychology, vol.19, Academic Press, 1986.</p> |

### Theory Topics

| Week | Weekly Contents |
|------|-----------------|
|------|-----------------|

Content

| Course Code | Course Name                                  | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|----------------------------------------------|----------|--------|----------|-----|--------|------|
| RPS 593     | Public Relations Strategies and Applications | 2        | 3      | 0        | 0   | 3      | 6    |

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|------------------------|--|
| Prerequisites          |  |
| Admission Requirements |  |

|                         |                |
|-------------------------|----------------|
| Language of Instruction | Turkish        |
| Course Type             | Compulsory     |
| Course Level            | Masters Degree |
| Objective               |                |
| Content                 |                |
| References              |                |

**Theory Topics**

| Week | Weekly Contents |
|------|-----------------|
|------|-----------------|



Content

| Course Code | Course Name     | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|-----------------|----------|--------|----------|-----|--------|------|
| RPS 594     | Digital Culture | 2        | 3      | 0        | 0   | 3      | 6    |

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| Prerequisites          |  |
| Admission Requirements |  |

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| Language of Instruction | French         |
| Course Type             | Compulsory     |
| Course Level            | Masters Degree |
| Objective               |                |
| Content                 |                |
| References              |                |

**Theory Topics**

| Week | Weekly Contents |
|------|-----------------|
|------|-----------------|

Content

| Course Code | Course Name                        | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|------------------------------------|----------|--------|----------|-----|--------|------|
| RPS 551     | Research and Presentation Technics | 1        | 3      | 0        | 0   | 3      | 6    |

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| Prerequisites          |  |
| Admission Requirements |  |

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| Language of Instruction | Turkish        |
| Course Type             | Compulsory     |
| Course Level            | Masters Degree |
| Objective               |                |
| Content                 |                |
| References              |                |

**Theory Topics**

| Week | Weekly Contents |
|------|-----------------|
|------|-----------------|

Content

| Course Code | Course Name                          | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|--------------------------------------|----------|--------|----------|-----|--------|------|
| RPS 591     | Public Relations Theories and Ethics | 1        | 3      | 0        | 0   | 3      | 6    |

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| Prerequisites          |  |
| Admission Requirements |  |

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| Language of Instruction | Turkish        |
| Course Type             | Compulsory     |
| Course Level            | Masters Degree |
| Objective               |                |
| Content                 |                |
| References              |                |

**Theory Topics**

| Week | Weekly Contents |
|------|-----------------|
|------|-----------------|

Content

| Course Code | Course Name              | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|--------------------------|----------|--------|----------|-----|--------|------|
| RPS 597     | Digital Media Strategies | 2        | 3      | 0        | 0   | 3      | 6    |

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| Prerequisites          |  |
| Admission Requirements |  |

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| Language of Instruction | Turkish        |
| Course Type             | Compulsory     |
| Course Level            | Masters Degree |
| Objective               |                |
| Content                 |                |
| References              |                |

**Theory Topics**

| Week | Weekly Contents |
|------|-----------------|
|------|-----------------|



Content

| Course Code | Course Name      | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|------------------|----------|--------|----------|-----|--------|------|
| RPS 583     | Brand Management | 2        | 3      | 0        | 0   | 3      | 6    |

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| Prerequisites          |  |
| Admission Requirements |  |

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| Language of Instruction | Turkish        |
| Course Type             | Compulsory     |
| Course Level            | Masters Degree |
| Objective               |                |
| Content                 |                |
| References              |                |

**Theory Topics**

| Week | Weekly Contents |
|------|-----------------|
|------|-----------------|

Content

| Course Code | Course Name                   | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|-------------------------------|----------|--------|----------|-----|--------|------|
| RPS 562     | Digital consumer experience I | 1        | 3      | 0        | 0   | 3      | 6    |

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| Prerequisites          |  |
| Admission Requirements |  |

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| Language of Instruction | Turkish        |
| Course Type             | Compulsory     |
| Course Level            | Masters Degree |
| Objective               |                |
| Content                 |                |
| References              |                |

**Theory Topics**

| Week | Weekly Contents |
|------|-----------------|
|------|-----------------|

Content

| Course Code | Course Name                    | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|--------------------------------|----------|--------|----------|-----|--------|------|
| RPS 596     | Digital consumer experience II | 2        | 3      | 0        | 0   | 3      | 6    |

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| Prerequisites          |  |
| Admission Requirements |  |

|                         |                |
|-------------------------|----------------|
| Language of Instruction | Turkish        |
| Course Type             | Compulsory     |
| Course Level            | Masters Degree |
| Objective               |                |
| Content                 |                |
| References              |                |

**Theory Topics**

| Week | Weekly Contents |
|------|-----------------|
|------|-----------------|

