

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM294	History of Advertising	4	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	The early stages of American television advertising will be explained; with the PEST background explanations, the formation and development phases of American television advertising, which shapes today's consumption culture to a great extent, will be conveyed; starting from 1950s, prominent advertisers and advertisers of each decade will be introduced; the processes of change and transformation of television advertising techniques, content and creativity will be explained within the framework of the decade; between 1950 and 1990, the major commercials, advertisers and consumer culture of the American television advertising world will be introduced..
Content	Week 1: Life in America in the early 1950s after World War II. Week 2: The main medium-television replacing the radio and the introduction of the world of advertising. Week 3: Characteristics of television commercials between 1950-60. Week 4: Examples of TV commercials between 1950-60. Week 5: Researchers who directed TV advertising. Week 6: The TV advertising world of the 1960s. Marlboro campaign. Week 7: Midterm exam Week 8: Comparative presentation of Coca Cola and Pepsi ads. Week 9: Comparative presentation of Volkswagen, Volvo, Hertz, Avis ads. Week 10: Important advertisers who directed American advertising. Week 11: TV advertising between 1970-80. Week 12: TV advertising between 1970-80-continue. Week 13: TV advertising between 1980-90. Week 14: TV advertising between 1980-90, general evaluation.
References	- Robinson, J., "The Hidden Manipulators" - Rutherford, P., "Yeni İkonalar"., Yapı Kredi Yayınları - Berger, W., "Advertising Today" - Internet/ advertising archives.

Theory Topics

Week	Weekly Contents
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