Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP203	Principles of Advertising	3	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	The objective of this course is to give to students the main elements about advertising processes such as advertising concept, advertising development, advertising current situation and advertising mechanisms of persuasion.
Content	Advertising definition Advertising institutions The types of advertising Advertising process functioning Advertising history Advertising in Turkey Advertising and law
References	Mike Featherstone, Postmodernizm ve Tüketim Kültürü, İstanbul, Ayrıntı, 1997. Varda Langholz Leymore, Hidden Myth: Structure&Symbolizm in Advertising, New York, Basic Books Inc., 1975. Nicolas Riou, Pub Fiction: Société Postmoderne et Nouvelles Tendances Publicitaires, Paris, Editions d'Organisation, 1999.

Theory Topics

Week	Weekly Contents
1	Advertising definition
2	Advertising institutions
3	The types of advertising
4	Advertising process functioning
5	Advertising history
6	Advertising history
7	Advertising in Turkey
8	Advertising in Turkey
9	Advertising codes
10	Advertising and creativity
11	Advertising currents
12	Advertising and rhetoric
13	Advertising and Media
14	Advertising and law