

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|-----------------------------------|----------|--------|----------|-----|--------|------|
| CO-E 541 | Advertising and Campaign Analyses | 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 | 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 and to offer various tools for advertising campaigns analysis. The course will offer case studies. |
| Content | Advertising definition, advertising institutions, advertising process functioning Principles of an effective advertising campaign. Various methods to analyze advertising campaigns. Case studies |
| References | Paul Rutherford, . Yeni İkonalar, Tr Mustafa K. Gerçekler, İstanbul, Yapı Kredi 1996. Judith Williamson. Reklamların Dili: Reklamlarda Anlam ve İdeoloji, tr: Ahmet Fethi, Ankara, Ütopya, 2001. John Tomlinson. Kültürel Emperyalizm, tr. Emrehan Zeybekoğlu, İstanbul, Ayrıntı 1999. 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 |
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| 1 | Advertising definition, advertising institutions, advertising process functioning |
| 2 | Principles of an effective advertising campaign. |
| 3 | Various methods to analyze advertising campaigns. |
| 4 | How to analyze advertising campaigns target? |
| 5 | How to analyze advertising campaigns creative strategy? |
| 6 | Humor in advertising campaigns |
| 7 | Main themes in contemporary advertising campaigns |
| 8 | Case studies |
| 9 | Case studies |
| 10 | Case studies |
| 11 | Case studies |
| 12 | Case studies |
| 13 | Case studies |
| 14 | Case studies |