

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G582	Advertising Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	Explaining how can we create and apply advertising activities via theory and practice
Content	<p>Week 1. Integrated marketing communication concept</p> <p>Week 2. Advertising as a component of promotion mix.</p> <p>Week 3. Advertising concept, classification, advantages and disadvantages.</p> <p>Week 4. Advertising theories.</p> <p>Week 5. Advertising organization and ad agencies</p> <p>Week 6. Advertising campaign planning</p> <p>Week 7. Advertising objectives</p> <p>Week 8. Advertising budgeting</p> <p>Week 9. Creativity in advertising</p> <p>Week 10. Creativity in advertising II</p> <p>Week 11. Media planning</p> <p>Week 12. Advertising effectiveness and ad research</p> <p>Week 13. Advertising semiology</p> <p>Week 14. Ad creation workshop</p>
References	Advertising and Promotion-George Belch Advertising and Promotion-Chris Hackley

Theory Topics

Week	Weekly Contents
1	Integrated marketing communication concept
2	Advertising as a component of promotion mix.
3	Advertising concept, classification, advantages and disadvantages.
4	Advertising theories.

Week	Weekly Contents
5	Advertising organization and ad agencies
6	Advertising campaign planning
7	Advertising objectives
8	advertising budgeting
9	Mid-term
10	Creativity in advertising
11	Media planning
12	Advertising effectiveness and ad research
13	Advertising semiology
14	Ad creation workshop