

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	Week 1. Integrated marketing communication concept Week 2. Advertising as a component of promotion mix. Week 3. Advertising concept, classification, advantages and disadvantages. Week 4. Advertising theories. Week 5. Advertising organization and ad agencies Week 6. Advertising campaign planning Week 7. Advertising objectives Week 8. advertising budgeting Week 9. Creativity in advertising Week 10. Creativity in advertising II Week 11. Media planning Week 12. Advertising effectiveness and ad research Week 13. Advertising semiology Week 14. Ad creation workshop
References	Adversiting and Promotion-George Belch Adversiting 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