

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------------------|--|----------|--------|----------|-----|--------|------|
| RPP204 | Basic Principles of Advertising II | 4 | 3 | 0 | 0 | 3 | 5 |
| Prerequisites | | | | | | | |
| Admission Requirements | | | | | | | |
| Language of Instruction | Turkish | | | | | | |
| Course Type | Elective | | | | | | |
| Course Level | Bachelor Degree | | | | | | |
| Objective | The objective of this course is to be more aware about advertising campaigns planning steps such as research, planning and application. | | | | | | |
| Content | Advertising planning Creative strategies Advertising media global vision | | | | | | |
| References | Füsün Kocabaş, Müge Elden, Reklam ve Yaratıcı Strateji, İstanbul, Yayınevi ed., 1997. Robert Leduc, La Publicité: Une Force au Service de l'Entreprise, Paris, Dunod, 1990. | | | | | | |

Theory Topics

| Week | Weekly Contents |
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