

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|-----------------------------------|----------|--------|----------|-----|--------|------|
| COM370 | Analysis of Advertising Campaigns | 6 | 2 | 0 | 0 | 2 | 3 |

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| Prerequisites | |
| Admission Requirements | |

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| Language of Instruction | Turkish |
| Course Type | Elective |
| Course Level | Bachelor Degree |
| Objective | The objective of this course is to offer various tools for advertising campaigns analysis. The course will offer case studies. |
| Content | Various methods to analyze advertising campaigns Case studies |
| References | Paul Rutherford,. Yeni İkonalar, Tr Mustafa K. Gerçeker, 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 |

Theory Topics

| Week | Weekly Contents |
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| 1 | How to analyze advertising campaigns target? |
| 2 | Various methods to analyze advertising campaigns (1) |
| 3 | Various methods to analyze advertising campaigns (2) |
| 4 | How to analyze advertising campaigns target? |
| 5 | Visual persuasion in advertising campaigns |
| 6 | Humor in advertising campaigns |
| 7 | Main themes in contemporary advertising campaigns |
| 8 | Effie Case studies (1) |
| 9 | Effie Case studies (2) |
| 10 | Effie Case studies (3) |
| 11 | Effie Case studies (4) |
| 12 | International advertising campaigns analysis (1) |
| 13 | International advertising campaigns analysis (2) |
| 14 | International advertising campaigns analysis (3) |