

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|------------------------|----------|--------|----------|-----|--------|------|
| RPS 582 | Advertising Strategies | 1 | 3 | 0 | 0 | 3 | 6 |

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| Prerequisites | |
| Admission Requirements | |

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| Language of Instruction | Turkish |
| Course Type | Elective |
| Course Level | Masters Degree |
| Objective | The objective of this course is to provide information on the stages of advertising planning. The manner in which the advertiser and the advertising agency are involved in an advertising campaign planning process will be addressed as well as the planning, research, planning and implementation phases of the advertisement |
| Content | advertising planning |
| References | Müge Elden Reklam ve Reklamcılık,Say Yayınları, İstanbul 2009 Fusun Kocabaş, Müge Elden, ,Reklam ve Yaratıcı Strateji, İstanbul, Yayınevi yayıncılık, 1997. Fusun Kocabaş, Müge Elden, Nilay Yurdakul, Reklam ve Halkla İlişkilerde Hedef Kitle, İletişim Yayınevi, İstanbul Gül Rengin Küçükerođan, Reklam Söylemi, Es, 2005.2002. Robert Leduc, La Publicité: Une Force au Service de l'Entreprise, Paris, Dunod, 1990. Gaye Özdemir Yaylacı, Reklamda Stratejilerle Yönetim, Alfa Basım Dağıtım, İstanbul 1999. Max Sutherland, Alice K. Sylvester, Reklam ve Tüketici Zihni, Mediacat Kitapları, İstanbul 2003. http://www.ipsos.com.tr http://tuad.org.tr/ |

Theory Topics

| Week | Weekly Contents |
|------|---------------------------------------|
| 1 | The concept of advertising planning |
| 2 | Objectives of an advertising campaign |
| 3 | Product analysis |
| 4 | Target analysis |
| 5 | Target analysis |
| 6 | Target analysis |
| 7 | Creative Strategies |
| 8 | Creative Strategies |
| 9 | Creative Strategies |
| 10 | Advertising media |
| 11 | Advertising media |

| Week | Weekly Contents |
|-------------|-------------------------------------|
| 12 | Analysis of an advertising campaign |
| 13 | Presentation |
| 14 | Presentation |