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	Füsun 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