

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