

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM370	Analysis of Advertising Campaigns	6	2	0	0	2	3
Prerequisites							
Admission Requirements							
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. Gerçekler, İstanbul, Yapı Kredi 1996. Judith Williamson. Reklamların Dili: Reklamlarda Anlam ve İdeoloji, tr: Ahmet Fethi, Ankara, Ütopya, 2001. John Tomlinson. Kültürel Emperyalizm, tr. Enrehan Zeybekoğlu, İstanbul, Ayrıntı 1999						

Theory Topics

Week	Weekly Contents
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)