

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP482	Advertising Campaign Design	8	4	0	0	4	6

Prerequisites

Admission Requirements

Language of Instruction Turkish

Course Type Elective

Course Level Bachelor Degree

Objective The objective of this course is to help students to design an advertising campaign. Theoretical knowledge will be introduced.

Content Phases of advertising campaign, brief and debrief, consumer research, strategical planning, creative strategy and creative work.

Avery, Jim&Yount, Debbie. (2015). Advertising Campaign Planning: Developing an Advertising-Based Marketing Plan. Melvin & Leigh, Publishers; 5th edition

Kocabaş, Füsün. & Elden, Müge. (1997). Reklam ve Yaratıcı Strateji, İstanbul, Yayınevi yayıncılık.

References Kumar, V., R. Rajkumar and W. Reinartz. 2006. Knowing what to sell, when, and to whom. Harvard Business Review (March): 131-137.

Meyer, C. and A. Schwager. 2007. Understanding customer experience. Harvard Business Review (February): 116-126.

Reinartz, W. and P. Saffert. 2013. Creativity in advertising: When it works and when it doesn't. Harvard Business Review (June): 106-112.

Theory Topics

Week Weekly Contents

1	,,,,,,,,,,,,,
2	Research Technics Workshop,Research Technics Workshop
3	Evaluation of research studies - 1,Evaluation of research studies 2
4	Midterm,Strategical Planning Workshop - 1
5	Strategical Planning Workshop - 1,
6	Evaluation of research studies - 2,Evaluation of research studies - 2
7	Mid-Term,Mid-Term
8	Strategic Planning Workshop - 1
9	Strategic Planning Workshop - 2
10	Evaluation of strategic planning studies - 1
11	Evaluation of strategic planning studies - 2
12	Creative Workshop - 1
13	Creative Workshop -2
14	Campaign Presentation