Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 541	Advertising and Campaign Analyses	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	The objective of this course is to give to students the main elements about advertising processes such as advertising concept, advertising development, advertising current situation and advertising mechanisms of persuasion and to offer various tools for advertising campaigns analysis. The course will offer case studies.
Content	Advertising definition, advertising institutions, advertising process functioning Principles of an effective advertising campaign. Various methods to analyze advertising campaigns. Case studies
References	Paul Rutherford,. Yeni İkonalar, Tr Mustafa K. Gerçeker, İstanbul, Yapı Kredi 1996. Judith Williamson. Reklamların Dili: Reklamlarda Anlam ve İdeoloji, tr: Ahmet Fethi, Ankara, Ütopya, 2001. John Tomlinson. Kültürel Emperyalizm, tr. Emrehan Zeybekoğlu, İstanbul, Ayrıntı 1999. Varda Langholz Leymore, Hidden Myth: Structure&Symbolizm in Advertising, New York, Basic Books Inc., 1975. Nicolas Riou, Pub Fiction: Société Postmoderne et Nouvelles Tendances Publicitaires, Paris, Editions d'Organisation, 1999.

Theory Topics

Week	Weekly Contents
1	Advertising definition, advertising institutions, advertising process functioning
2	Principles of an effective advertising campaign.
3	Various methods to analyze advertising campaigns.
4	How to analyze advertising campaigns target?
5	How to analyze advertising campaigns creative strategy?
6	Humor in advertising campaigns
7	Main themes in contemporary advertising campaigns
8	Case studies
9	Case studies
10	Case studies
11	Case studies
12	Case studies
13	Case studies
14	Case studies