Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPS 582	Advertising Strategies	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	The objective of this course is to provide information on the stages of advertising planning. The manner in which the advertiser and the advertising agency are involved in an advertising campaign planning process will be addressed as well as the planning, research, planning and implementation phases of the advertisement
Content	advertising planning
References	Müge Elden Reklam ve Reklamcılık,Say Yayınları, İstanbul 2009 Füsun Kocabaş, Müge Elden, ,Reklam ve Yaratıcı Strateji, İstanbul, Yayınevi yayıncılık, 1997. Füsun Kocabaş, Müge Elden, Nilay Yurdakul, Reklam ve Halkla İlişkilerde Hedef Kitle, İletişim Yayınevi, İstanbul Gül Rengin Küçükerdoğan, Reklam Söylemi, Es, 2005.2002. Robert Leduc, La Publicité: Une Force au Service de l'Entreprise, Paris, Dunod, 1990. Gaye Özdemir Yaylacı, Reklamda Stratejilerle Yönetim, Alfa Basım Dağıtım, İstanbul 1999. Max Sutherland, Alice K. Sylvester, Reklam ve Tüketici Zihni, Mediacat Kitapları, İstanbul 2003. http://www.ipsos.com.tr http://tuad.org.tr/

Theory Topics

Week	Weekly Contents
1	The concept of advertising planning
2	Objectives of an advertising campaign
3	Product analysis
4	Target analysis
5	Target analysis
6	Target analysis
7	Creative Strategies
8	Creative Strategies
9	Creative Strategies
10	Advertising media
11	Advertising media
12	Analysis of an advertising campaign
13	Presentation
14	Presentation