

## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM339	History of Advertising	5	2	2	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	<ul style="list-style-type: none"><li>- Starting from 1950's, the advent of American TV advertising industry will be analyzed in ten year periods.</li><li>- The importance of TV advertising on public life will be presented.</li><li>- The impact of TV advertising on other conventional media will be discussed.</li><li>- Influential advertising campaigns and admen affecting American consumption culture will be presented and discussed.</li></ul>
Content	<p>1.Week: Analysis of American culture in 1950s and the dynamics affecting the cultural, political, social and technological improvements.</p> <p>2.Week: Penetration of TV sets into the households and TV's becoming the new advertising medium will be explained.</p> <p>3.Week: Changing climate in advertising due to the new comer:TV. The first TV advertisements and the products present by TV advertisements. The important admen and their influence on the industry will be presented.</p> <p>4.Week: The important TV advertising campaigns and their influences on the consumer in 1950s.</p> <p>5.Week: An important collection of TV advertisements from 1950s will be presented.</p> <p>6.Week: The new generation admen changing the TV ad industry in 1960s</p> <p>7.Week: The Midterm exam</p> <p>8.Week: Leo Burnett, David Ogilvy and Bill Bernbach will be presented.</p> <p>9.Week: The differences between 1950s and 60s will be presented.</p> <p>10.Week: Coca Cola, Pepsi and VW Beetle advertising campaigns</p> <p>11.Week: Avis, Hertz and Volvo advertising campaigns in 1960s</p> <p>12.Week: 1970s advertising will be presented.</p> <p>13.Week: The advertising campaigns during 1970s will be presented.</p> <p>14.Week: Advertising Campaigns during 1980s will be presented.</p>
References	<p>1) Yeni İkonalar, P.Rutherford, YKY</p> <p>2) The Manipulators, J.Robinson</p> <p>3) Youtube broadcast</p>

## Theory Topics

Week	Weekly Contents
1	America in 1950's/PEST Analysis
2	Penetration of TV sets into the houses and its effects
3	The changing rules of the advertising industry
4	Important advertising campaigns in 1950's.
5	Marlboro Campaign
6	The new era: 1960's
7	Midterm Exam
8	Important admen and examples from the campaigns
9	The differences between the advertising campaigns in 1950's and 60's
10	Coca Cola, Pepsi and VW campaigns
11	Avis, Hertz, Volvo campaigns
12	Advertising in 1970's
13	Campaign examples from 1970's
14	Advertising in 1980's