

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP204	Advertising Campaigns Planning	4	3	0	0	3	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	
Course Level	Bachelor Degree
Objective	The objective of this course is to be more aware about advertising campaigns planning steps such as research, planning and application.
Content	Advertising planning Creative strategies Advertising media global vision
References	Füsün Kocabaş, Müge Elden, Reklam ve Yaratıcı Strateji, İstanbul, Yayınevi ed., 1997. Robert Leduc, La Publicité: Une Force au Service de l'Entreprise, Paris, Dunod, 1990.

Theory Topics

Week	Weekly Contents
1	Advertising planning concept
2	Advertising campaign objectives
3	Product and service analysis
4	Advertising target
5	Advertising target
6	Creative strategies
7	Creative strategies
8	Creative strategies
9	Advertising media global vision
10	Advertising planning for the press
11	Advertising planning for the radio
12	Advertising planning for the television
13	New Media supports
14	Advertising campaigns evaluation