Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G442	Advertising Management	8	3	0	0	3	5

Prerequisites	G342
Admission Requirements	G342

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	Explaining how can we create and apply advertising activities via theory and practice
Content	Week 1. Integrated marketing communication concept

Week 2. Advertising as a component of promotion mix.

Week 3. Advertising concept, classification, advantages and disadvantages.

Week 4. Advertising theories.

Week 5. Advertising organization and ad agencies

Week 6. Advertising campaign planning

Week 7. Advertising objectives

Week 8.advertising budgeting

Week 9. Creativity in advertising

Week 10. Creativity in advertising II

Week 11. Media planning

Week 12. Advertising effectiveness and ad research

Week 13. Advertising semiology

Week 14. Ad creation workshop |
| References | Adversiting and Promotion-George Belch
Adversiting and Promotion-Chris Hackley |

Theory Topics

Week	Weekly Contents
1	Integrated marketing communication concept
2	Advertising as a component of promotion mix.
3	Advertising concept, classification, advantages and disadvantages.
4	Advertising theories.

Week	Weekly Contents
5	Advertising organization and ad agencies
6	Advertising campaign planning
7	Advertising objectives
8	advertising budgeting
9	Mid-term
10	Creativity in advertising
11	Media planning
12	Advertising effectiveness and ad research
13	Advertising semiology
14	Ad creation workshop

Week	Weekly Contents