## 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	nt 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