

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP362	Analysis of Advertising Campaign	6	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	The objective of this course is to offer various tools for advertising campaigns analysis. The course will offer case studies.
Content	Various methods to analyze advertising campaigns Case studies
References	Paul Rutherford,. Yeni İkonalar, Tr Mustafa K. Gerçeker, İstanbul, Yapı Kredi 1996. Judith Williamson. Reklamların Dili: Reklamlarda Anlam ve İdeoloji, tr: Ahmet Fethi, Ankara, Ütopya, 2001. John Tomlinson. Kültürel Emperyalizm, tr. Emrehan Zeybekoğlu, İstanbul, Ayrıntı 1999

Theory Topics

Week	Weekly Contents
1	Principles of an effective advertising campaign
2	Various methods to analyze advertising campaigns (1)
3	Various methods to analyze advertising campaigns (2)
4	How to analyze advertising campaigns target?
5	Visual persuasion in advertising campaigns
6	Humor in advertising campaigns
7	Main themes in contemporary advertising campaigns
8	Effie Case studies (1)
9	Effie Case studies (2)
10	Effie Case studies (3)
11	Effie Case studies (4)
12	International advertising campaigns analysis (1)
13	International advertising campaigns analysis (2)
14	International advertising campaigns analysis (3)