Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP482	Advertising Campaign Design	8	4	0	0	4	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	The objective of this course is to help students to design an advertising campaign. Theoretical knowledge will be introduced.
Content	Phases of advertising campaign, brief and debrief, consumer research, strategical planning, creative strategy and creative work.
References	Avery, Jim&Yount, Debbie. (2015). Advertising Campaign Planning: Developing an Advertising-Based Marketing Plan. Melvin & Leigh, Publishers; 5th edition Kocabaş, Füsun. & Elden, Müge. (1997). Reklam ve Yaratıcı Strateji, İstanbul, Yayınevi yayıncılık. Kumar, V., R. Rajkumar and W. Reinartz. 2006. Knowing what to sell, when, and to whom. Harvard Business Review (March): 131-137. Meyer, C. and A. Schwager. 2007. Understanding customer experience. Harvard Business Review (February): 116-126. Reinartz, W. and P. Saffert. 2013. Creativity in advertising: When it works and when it doesn't. Harvard Business Review (June): 106-112.

Theory Topics

Week	Weekly Contents
1	Phases of advertising campaign,Phases of advertising campaign,Phases of advertising campaign,Phases of advertising campaign,Phases of advertising campaign,Phases of advertising campaign,Phases of advertising campaign,Phases of advertising campaign,Phases of advertising campaign,Phases of advertising campaign,Phases of advertising campaign,Phases of advertising campaign,Phases of advertising campaign,Phases of advertising campaign
2	Research Technics Workshop - 1
3	Research Technics Workshop - 1
4	Debrief
5	Evaluation of research studies - 1
6	Evaluation of research studies - 2
7	Mid-Term
8	Strategic Planning Workshop - 1
9	Strategic Planning Workshop - 2
10	Evaluation of strategic planning studies - 1
11	Evaluation of strategic planning studies - 2
12	Creative Workshop - 1
13	Creative Workshop -2
14	Campaign Presentation