

## Content

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

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	
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
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