

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	<p>Various methods to analyze advertising campaigns</p> <p>Case studies</p> <p>Week 1. Principles of an effective advertising campaign.</p> <p>Week 2. Various methods to analyze advertising campaigns (1)</p> <p>Week 3. Various methods to analyze advertising campaigns (2)</p> <p>Week 4. How to analyze advertising campaigns target?</p> <p>Week 5. Visual persuasion in advertising campaigns</p> <p>Week 6. Humor in advertising campaigns</p> <p>Week 7. Main themes in contemporary advertising campaigns</p> <p>Week 8. Case studies</p> <p>Week 9. Case studies</p> <p>Week 10. Case studies</p> <p>Week 11. students presentations</p> <p>Week 12. students presentations</p> <p>Week 13. students presentations</p> <p>Week 14. students presentations</p>
References	<p>Paul Rutherford,. Yeni İkonalar, Tr Mustafa K. Gerçekler, İstanbul, Yapı Kredi 1996.</p> <p>Judith Williamson. Reklamların Dili: Reklamlarda Anlam ve İdeoloji, tr: Ahmet Fethi, Ankara, Ütopya, 2001.</p> <p>John Tomlinson. Kültürel Emperyalizm, tr. Emrehan Zeybekoğlu, İstanbul, Ayrıntı 1999</p>

Theory Topics

Week	Weekly Contents
1	Case studies
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)