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| ***ÇAĞ UNIVERSITY***  ***HIGHER VOCATIONAL SCHOOL*** | | | | | | | | | | | | | | | | | | | | | | |
| **Code** | | | | **Course Title** | | | | | | | | | | **Credit** | | | | | | **ECTS** | | |
| **HLK 212** | | | | Advertising and Media Applications | | | | | | | | | | 3 (3-0-0) | | | | | | 6 | | |
| **Prerequisites** | | | | | | | | **None** | | | | | | | | | | | | | | |
| **Language of Instruction** | | | | | | | | Turkish | | | **Mode of Delivery** | | | | | | Online- Moodle | | | | | |
| **Type and Level of Course** | | | | | | | | Compulsory/2.year/ Second Cycle | | | | | | | | | | | | | | |
| **Lecturer** | | | | | **Instr. Duygu Gür** | | | | | | **Lecture Hours** | | | | **Office Hours** | | | | **Contacts** | | | |
| **Course Coordinator** | | | | | Instr. Duygu Gür | | | | | | Monday, Wednesday  9.40-13.30 | | | | Tuesday, Friday  9.00-17.00 | | | | [duygugur@cag.edu.tr](mailto:duygugur@cag.edu.tr) | | | |
| **Others** | | | | |  | | | | | |  | | | |  | | | |  | | | |
| **Course Objective** | | | | | This course’s main goal is to use all the theory and knowledge based information on advertising field and to apply it on a daily basis project. | | | | | | | | | | | | | | | | | |
| **Learning Outcomes of the Course** |  | | Students who have completed the course successfully should be able to: | | | | | | | | | | | | | | | | | **Relationship** | | |
| **Prog. Output** | | **Net Effect** |
| 1 | | Be able to explain basic concept of the field of advertising | | | | | | | | | | | | | | | | | 1,2 | | 4 |
| 2 | | Be able to demonstrate to use system theory and thinking in relation to analyzing related information | | | | | | | | | | | | | | | | | 4,6 | | 4 |
| 3 | | Be able to demonstrate ethical and socially responsible behavior | | | | | | | | | | | | | | | | | 7 | | 5 |
| 4 | | Be able to prepare a sample advertising campaign of a product or service for a business | | | | | | | | | | | | | | | | | 3,5 | | 5 |
| 5 | | Be able to relate to the marketing objectives | | | | | | | | | | | | | | | | | 4,7 | | 4 |
| 6 | | Be able to practice planning, organizing, leading and controlling functions of management in work life | | | | | | | | | | | | | | | | | 3 | | 5 |
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| **Course Description:** The course is a business level project course where students use their planning, analyzing, creativity and presentation skills to implement their theoretical and knowledge based background on advertising. Students are expected to conduct studies both individually and in groups. Students will be evaluated on their individual presentation and group work skills at the end of the semester. | | | | | | | | | | | | | | | | | | | | | | |
| **Course Contents:( Weekly Lecture Plan )** | | | | | | | | | | | | | | | | | | | | | | |
| **Weeks** | | **Topics** | | | | | | | | **Preparation** | | | | | | | | **Teaching Methods** | | | | |
| **1** | | Advertising campaign project introduction | | | | | | | | Textbook chp 1-3, Instructor slides | | | | | | | | Presentation and discussion | | | | |
| **2** | | Analysis of Advertising campaign examples, detailed explanation of the project | | | | | | | | Textbook chp 3-6  Instructor slides | | | | | | | | Presentation and discussion | | | | |
| **3** | | Product/ Service Idea Generation | | | | | | | | Instructor slides | | | | | | | | Group discussion and studies | | | | |
| **4** | | Market Analysis | | | | | | | | Instructor slides | | | | | | | | Group discussion and studies | | | | |
| **5** | | Preparation of Campaign Strategies | | | | | | | | Instructor slides | | | | | | | | Group discussion and studies | | | | |
| **6** | | Midterm Exam Week- Draft Project Hand in | | | | | | | |  | | | | | | | | - | | | | |
| **7** | | Photoshop program seminar | | | | | | | | Workshop | | | | | | | | In class studies | | | | |
| **8** | | Photoshop program seminar | | | | | | | | Workshop | | | | | | | | In class studies | | | | |
| **9** | | Creative study applications (banner, logo, poster) | | | | | | | | Textbook 6-10 | | | | | | | | In class studies | | | | | In class studies |
| **10** | | Creative study applications (banner, logo, poster) | | | | | | | | Textbook 6-10 | | | | | | | | In class studies | | | | |
| **11** | | Project Presentations | | | | | | | |  | | | | | | | | Student presentations | | | | |
| **12** | | Project Presentations | | | | | | | |  | | | | | | | | Student presentations | | | | |
| **13** | | Project Presentations | | | | | | | |  | | | | | | | | Student presentations | | | | |
| **14** | | Final Exam Week- Final Prjoect Hand in | | | | | | | |  | | | | | | | | - | | | | |
| **REFERENCES** | | | | | | | | | | | | | | | | | | | | | | |
| **Textbook** | | | | | | Dr. Gıyasettin TAYFUR 2018. REKLAMCILIK –Kavram-Araçlar-Yönetim | | | | | | | | | | | | | | | | |
| **Related links** | | | | | |  | | | | | | | | | | | | | | | | |
| **Recommended Reading** | | | | | |  | | | | | | | | | | | | | | | | |
| **Material Sharing** | | | | | | Lecture Notes and Slides | | | | | | | | | | | | | | | | |
| **ASSESSMENT METHODS** | | | | | | | | | | | | | | | | | | | | | | |
| **Activities** | | | | | | | **Number** | | | | | **Effect** | | | | **Notes** | | | | | | |
| Midterm Exam | | | | | | | - | | | | | - | | | |  | | | | | | |
| Project | | | | | | | 1  1 | | | | | %100 | | | |  | | | | | | |
| ***Effect of The Activities*** | | | | | | | 1 | | | | | %50 | | | |  | | | | | | |
| ***Effect of The Final Exam*** | | | | | | | - | | | | | - | | | |  | | | | | | |
| **ECTS TABLE** | | | | | | | | | | | | | | | | | | | | | | |
| **Contents** | | | | | | | | | **Number** | | | | **Hours** | | | | | | | | **Total** | |
| **Hours in Classroom** | | | | | | | | | 14 | | | | 3 | | | | | | | | 42 | |
| **Hours out Classroom** | | | | | | | | | 14 | | | | 3 | | | | | | | | 42 | |
| **Project** | | | | | | | | | 1 | | | | 30 | | | | | | | | 31 | |
| **İmplementatiom** | | | | | | | | | 1 | | | | 20 | | | | | | | | 20 | |
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| **Total**  **Total / 30 ECTS Credit** | | | | | | | | |  | | | |  | | | | | | | |  | |
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| **RECENT PERFORMANCE** | | | | | | | | | | | | | | | | | | | | | | |