



ESOGU Faculty of Art and Design
Visual Communication Design Department
COURSE INFORMATION FORM

SEMESTER	Fall
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COURSE CODE	141317023	COURSE NAME	Advertising Campaign Analysis
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SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Labratory	Credit	ECTS	Type	Language
7	2	0	0	2	2	COMPULSORY () ELECTIVE (x)	Turkish

COURSE CATEGORY

Basic Education	Art	Design	Visual Communication	Social Science
			1	1

ASSESSMENT CRITERIA

	Evaluation Type	Quantity	%
	MID-TERM	1st Mid-Term	1
2nd Mid-Term			
Quiz			
Homework			
Project			
Report			
Others (.....)			
FINAL EXAM		1	60

PREREQUIEITE(S)	None
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COURSE DESCRIPTION	What is an advertisement? Advertising Campaign Analysis Elements: Marketing Strategy, Advertising Campaign Analysis Elements: Creative Strategy, Advertising Campaign Analysis Elements: Message Strategy, Advertising Campaign Analysis Elements: Media Strategy, Advertising Campaign Analysis Elements: Advertisement Text, Language and Tone of Advertisement, Advertising Campaign Analysis Elements: Design Elements in Advertisement, Analysis of Sample Campaigns.
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COURSE OBJECTIVES	This course aims to enable students to review the creative process of the advertising campaigns from start to finish so that they can learn the characteristics of effective advertising and analyze effective, ineffective ad samples.
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ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	1. Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems. 2. Ability to understand and practice the design process, its steps, and production techniques.
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COURSE OUTCOMES	1. Students can analyze creative strategies, message properties, ad text, ad tones and language in ads. 2. Describe success and failure criteria by analyzing advertising campaigns
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TEXTBOOK	Küçükerdoğan, Rengin (2011). Reklam Nasıl Çözülür?. İstanbul: Beta Yayınları. Elden, Müge(2009). Reklam ve Reklamcılık. İstanbul: Say Yayınları.
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OTHER REFERENCES	Kazananlar : IV. Effie Türkiye Reklam Etkinliđi Yarışması Antolojisi. İstanbul: Reklamcılık Vakfı Yayınları, 2016 ve öncesi. Jones, John Philip (2006). Reklamcılık. Mediacat Yayınları.
TOOLS AND EQUIPMENTS REQUIRED	None

WEEKLY COURSE SYLLABUS	
WEEK	TOPICS
1	What is an advertisement?
2	Advertising Campaign
3	Advertising Campaign Analysis Elements: communication problem and purpose
4	Advertising Campaign Analysis Elements: Marketing Strategy
5	Advertising Campaign Analysis Elements: Creative Strategy
6	Advertising Campaign Analysis Elements: Message Strategy
7	Advertising Campaign Analysis Elements: Media Strategy
8	MIDTERM EXAM
9	Advertising Campaign Analysis Elements: Language and Tone of Advertisement
10	Advertising Campaign Analysis Elements: Advertisement Text
11	Advertising Campaign Analysis Elements: Design Elements in Advertisement
12	Analysis of Sample Campaigns
13	Analysis of Sample Campaigns
14	Analysis of Sample Campaigns
15	Analysis of Sample Campaigns
16	FINAL EXAM
17	FINAL EXAM

NO	PROGRAM OUTCOMES	Contribution Level		
		3	2	1
1	The ability to comprehend the basic concepts and principles of visual communication design and to establish their relationship with other disciplines	x		
2	The ability to comprehend the design culture and ethics, the rights and responsibilities of designers			x
3	The ability to grasp the visual language and aesthetic sensitivity of the design and reflect these on designs		x	
4	The ability to analyze by thinking critically, to reflect this on their designs, and to offer appropriate solutions to problems		x	
5	The ability to recognize design technique and technology, to comprehend application areas and methods			x
6	The ability to comprehend and apply the design process and production techniques		x	
7	The ability to update design knowledge in line with the requirements of the age and technological developments			x
8	Comprehending local and universal values; the ability to develop an understanding of design from local to universal			x
9	The ability to comprehend the importance of sustainable design in the protection of nature and the environment			x
10	The ability to gain sensitivity to the current problems of the society and to develop solutions to these problems			x

1: None. 2: Partially contribution. 3: Completely contribution.

Instructor(s): Öğr. Gör. Ayşe SARITAŞ

Signature:

Date: