|  |  |
| --- | --- |
| **Semester** | Fall |

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** |  | **Course Name** | Advertising Research |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 1 | 3 | | 0 |  | | |  | 7,5 | | Compulsory ( ) Elective (x ) | Turkish |
| **Category** | | | | | | | | | | | |
| **Basic Education** | | **Art** | | | | **Desing** | | | | **Visual communication** | **Social Science** |
| - | |  | | | | 2,5 | | | | 3 | 2 |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 40 |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Others (………) | | | |  | |  |
| **Final Exam** | | | | | Homework | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Advertising, the relationship between advertising and other disciplines, the effects of advertising, research in advertising, metaverse and advertising, artificial intelligence and advertising, social media advertising, advertising and content production, advertising and algorithms | | | | | | |
| **Objectives** | | | | | This course aims to provide a more detailed perspective on advertising and advertising, which are fields of visual communication design. It also aims to conduct detailed readings and research on the relationship of advertising with other fields as an interdisciplinary field, the effects of advertising, metaverse and advertising, artificial intelligence and advertising, social media advertising, advertising and content production, advertising and algorithms, and content production. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | Visual communication design graduates mostly work in advertising agencies and brand consultancy companies that work with brands. Therefore, this theoretical perspective on advertising in business life allows the student to present creative, distinctive and effective works. | | | | | | |
| **Outcomes** | | | | | Explains the relationship between advertising and other branches of science.  Understands the importance of research in advertising.  Discusses the effects of advertising.  Understands the changes in the structure of advertising in different media. | | | | | | |
| **Textbook** | | | | | Jones, J. P. (2004). Reklam Nasıl İşe Yarar?. İstanbul: Reklamcılık Vakfı Yayınları. Advance in Advertising Research (İlgili makaleler) | | | | | | |
| **References** | | | | | Journal of Advertising (İlgili makaleler) | | | | | | |
| **Requirements** | | | | | Computer | | | | | | |

*SBE-OU-02*

|  |  |
| --- | --- |
| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Advertising Research |
| 2 | Adveritisn Effects |
| 3 | Adveritisn Effects |
| 4 | Consumer Research |
| 5 | Digital Media Advertising Formats |
| 6 | Social Media and Advertising |
| 7 | Metaverse and Advertising |
| 8 | Midterm exam |
| 9 | Artificial intelligence and Advertising |
| 10 | Digital Games and Advertising |
| 11 | Content generation and Advertising |
| 12 | User Generated Content and Advertising |
| 13 | Data Collection and Analysis Methods |
| 14 | Data Collection and Analysis Methods |
| 15,16 | Final exam |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Advanced design thinking and creative problem-solving skills. | **x** |  |  |
| 2 | In-depth understanding of the theoretical foundations of visual communication design, gaining knowledge of various design disciplines. |  | **x** |  |
| 3 | Ability to effectively use advanced software and digital tools to participate in professional projects. |  |  | **x** |
| 4 | Skills to evaluate design projects from a critical perspective and provide professional feedback. |  |  | **x** |
| 5 | Ability to develop an independent design project using research and application methods. |  | **x** |  |
| 6 | Skills to create user-centered designs by blending aesthetics and functionality. |  |  | **x** |
| 7 | Ability to integrate knowledge from different fields into their designs with an interdisciplinary approach. | **x** |  |  |
| 8 | Skills to strategically manage design processes to achieve project goals. |  |  | **x** |
| 9 | Ability to consider sustainability and accessibility principles in their designs with a sense of ethical and social responsibility. | **x** |  |  |
| 10 | Skills to produce solutions for diverse target audiences by gaining the ability to design within global and local cultural contexts. | **x** |  |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

Dr. Öğr. Üyesi Ayşe SARITAŞ

Instructor 30/09/2024  
*SBE-OU-02*