

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
MARKETING DEPARTMENT
COURSE SYLLABUS FORM**

MAR 213 Advertising Management							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECT S
Visual Communicaton Design and Advertising Management	MAR 213	3	3	0	0	3	7,5

Language of Instruction	English
Course Status	Compulsory
Course Level	Undergraduate
Learning and Teaching Techniques of the Course	Lecture, Discussion, Presentations

Course Objective
In our society, consumers are bombarded with thousands of messages on a daily basis. Advertising and promotion are all around you—as a fundamental aspect of the food you eat, the clothes you wear, the films you watch, the sports teams you cheer for, the stocks you invest in, and the companies or organizations you may choose to work for. As you go through this course, you will gain a broad appreciation of the “ubiquity” of advertising and promotion—it is certainly not <i>everything</i>, but it is certainly <i>everywhere</i>. The emphasis of this course will be on exploring “why and when” advertising works rather than “how” advertising is done. While, a significant part of the course is about advertising management, we will also address some other elements of integrated marketing communication strategies such as direct marketing and social media.

Learning Outcomes

Upon successful completion of this course, the students will be able to:

1. Understand what advertising is and its role in advertising and brand promotion and the economic effects of advertising.
2. Understand the structure of the advertising industry.
3. Be able to identify, analyze, and understand the advertising environment.
4. Understand the importance of placing the message in conventional and “new” media.
5. Be able to identify, understand, and apply integrated brand promotion.

Weekly Topics and Related Preparation Studies

***The course schedule may be revised at any time during the semester. Be sure to check announcements and your e-mails on a regular basis.**

Weeks	Topics
1	Ch.1 An Introduction to Integrated Marketing Communications
2	Ch.2 The Role of IMC in the Marketing Process Ch.3 The Role of Ad Agencies and Marketing Communications Organizations
3	In-Class Discussion of Assignment 1
4	Ch.4 Perspectives on Consumer Behavior
5	Ch.5 The Communication Process Ch. 6 Source, Message and Channel Factors
6	Ch.7 Establishing Objectives and Budgeting for the Promotional Program
7	MIDTERM EXAM
8	Ch. 8 Creative Strategy: Planning and Development Ch. 9 Creative Strategy: Implementation and Evaluation
9	Ch. 11 Evaluation of Media: Television and Radio Ch.12 Evaluation of Print Media: Magazines and Newspapers
10	In-Class Discussion of Assignment 2
11	Ch. 15 The Internet: Digital and Social Media Ch. 16 Sales Promotion
12	Ch. 17 Public Relations, Publicity, and Corporate Advertising

13	Guerilla Advertising Advertising Ethics
14	Final Project Presentations
15	Final Project Presentations
16	FINAL EXAM

Textbook(s)/References/Materials:
Advertising Design by Medium: A Visual and Verbal Approach, Robyn Blakeman, 2022, Routledge. Advertising by Design: Generating and Designing Creative Ideas Across Media, Robin Landa (4th Edition), Wiley.

Assessment		
Studies	Number	Contribution margin (%)
Individual Assignment	2	40
Case Study		
Participation		
Midterm Exam	1	25
Final Exam	1	35
Total		100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 14 x total course hours)	16	3	48
Case Study			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	16	5	80
Presentation / Seminar Preparation			
Projects			
Reports			
Assignment	2	30	60
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	20	20

Preparation Period for the Final Exam / General Jury	1	20	20
Total Workload	(228/25 = 9,12)		228

Relationship Between Course Learning Outcomes and Program Competencies						
No	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	Understand what advertising is and its role in advertising and brand promotion and the economic effects of advertising.					X
LO2	Understand the structure of the advertising industry.					X
LO3	Be able to identify, analyze, and understand the advertising environment.					X
LO4	Understand the importance of placing the message in conventional and “new” media.					X
LO5	Be able to identify, understand, and apply integrated brand promotion.					X

Relationship Between Course Learning Outcomes and Program Competencies (Department of Marketing)							
		Learning Outcomes					
	Program Competencies	LO1	LO2	LO3	LO4	LO5	Total Effect (1-5)
1	Understanding the formal and informal processes associated with a business structure						
2	Evaluate a business on the basis of all functional units	X	X				2
3	To use analytical thinking effectively in the decisions taken for the problem solving process			X	X	X	3
4	Having a vision of self-improvement and learning	X	X		X	X	5
5	To carry out all activities within this framework, equipped with ethics	X	X	X	X	X	5
6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.			X	X	X	3
7	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally	X	X	X	X	X	5
8	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions	X	X	X	X	X	5
9	To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing	X	X	X	X	X	5
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.		X		X		2
11	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.	X	X	X	X	X	5
12	To follow and correctly interpret the current trends developing within the framework of marketing	X	X	X	X	X	5
	TOTAL EFFECT						45

Policies and Procedures

Exams: Within the scope of MAR 213 course, there will be one face-to-face exams.

PERSONAL ASSIGNMENT I (15 points)

Write a personal essay about the following topic. Please be very clear and precise about your thoughts.

- **What is the role of advertising in a society?**
- **What are the social and ethical responsibilities of advertisers?**

PERSONAL ASSIGNMENT II (25 points)

Television commercials are a specific type of art and they are created to persuade the consumer to buy a specific product. Watch a specific commercial of a brand on television and answer the following questions.

Your analysis must include the following:

1. Identify the ad and specific product being advertised and describe the ad completely.
2. Discuss the message being conveyed.
3. What does the message appeal to?
4. What does the ad show, people, products, scenery, etc?
5. What is not discussed about the product?
6. Is the ad a slice-of-life, fear, humor, sex, or other type of ad?
7. What is the mood of the ad, colors used, music played?
8. Is the ad memorable?
9. Would you buy the product being advertised, why or why not? Be sure to include your opinion (have a specific point of view, love it or hate it) about why this ad is successful or not.

ADVERTISING CAMPAIGN - FINAL PROJECT: (35 POINTS)

For this project you will plan, create and evaluate a complete advertising campaign for a product that you will invent. The goal of this project is to allow you to apply the concepts and advertising techniques learned in class and to gain hands-on experience in designing an advertising campaign.

First, you need to **invent a product** for which you believe there exists a market. Please make sure that there actually exists a need for the product and that there is an audience who would be interested in your product.

Second, **write a complete advertising plan**, which includes:

1. An executive summary -- 1 page summary of your campaign
2. A research report -- situation analysis containing product, consumer, market & competitive research
3. A discussion of your key planning decisions -- your advertising goal(s) & objective(s), target audience, desired product image
4. A discussion of your creative strategy -- including advertising objective; target audience profile, key consumer benefit; supporting selling points & the creative strategy
5. An actual print ad designed by computer
6. A discussion of your media strategy , a detailed media plan indicating where and when the messages will appear & at what cost. This media plan needs to be researched and should contain an accurate estimate of your media costs.
7. An advertising budget -- method used to calculate budget & detailed budget for the campaign

8. An evaluation of the campaign -- A discussion of how the success of the campaign will be measured

You will work in groups of 2 to 3 for this project and will receive a group grade, this grade will count as your final exam grade.

You will be graded based on the following criteria:

- **Research:** extent to which you researched your product/target market, competition, buyer behavior relevant to your product/service; how the research was conducted; and how it was reported in your final write-up
- **Objectives:** extent to which your campaign objectives seem to match those of your client; how well they were stated
- **Strategy:** extent to which your copy platform includes all the parts outlined above; extent to which your copy platform provides guidance to a copywriter & artist.
- **Print Ad.:** Your print ad must include the type of publication, size, suggested location in the publication, rationale for that choice, as well as the actual message and illustration.
- **Media Plan:** Level of detail put into its write-up; extent to which it includes all necessary elements of a media plan
- **Campaign budget:** extent to which you discuss how you calculated your budget; whether or not all campaign expenses have been included in the total budget.
- **Campaign Evaluation:** extent to which you discuss how you will evaluate your campaign; how your evaluative research was conducted; and how it was reported in your final write-up.

Attendance and Regulations: Attendance is required in the MAR 203 course. Attendance at 70% of the course is mandatory. According to article 24-4/c of Ostim Technical University Associate Degree and Undergraduate Education and Examination Regulations; “The student who does not fulfill the attendance requirement will not be taken to the final exams. In this case, the exam of the student who takes the exams of the courses is deemed invalid.

Objections: Updates can be made to the programs and methods specified in this syllabus in line with the constraints or needs that may occur during the term.

