

**Üsküdar University**

**Faculty of Communication**

**ADVERTISING DESIGN AND  
COMMUNICATION**

**Course Contents**

## **FIRST TERM (Year 1, Fall Term)**

### **İLET101 Introduction to Communication**

Development of communication sciences, basic concepts of communication, the role and importance of communication in human's and social life, types of communication, communication takes place in which levels, effective communication and body language.

### **İLET103 History of Civilisation**

Emergence and development of civilisations throughout human history. Civilisations and philosophical systems. Civilisations and social systems. Philosophers of ancient civilizations and their effects on contemporary thought life. Anthropological reflections of civilisations.

### **İLET105 Introduction to Political Sciences**

Development of political sciences, basic concepts, political systems, the emergence and development of democratic system, parliamentary systems and processes, development and process of democracy in Turkey. Institutions and politics of democratic systems, philosophers and administrators led political sciences.

### **İLET109 Introduction to Law**

Fundamental concepts of law. Basic principles and institutions of Turkish law. Law and democracy. Roman law and its effects on Turkish judicial system. The fundamental basis of constitutional law.

### **RPSI109 Positive Psychology and Communication Skills**

This is an approach that enable individuals realize their own resources and values to be happy, peaceful, successful and highly satisfied with their lives. Usage of these resources and values creatively and appropriately allow individual to exert their personal and cultural potential with a conscious choice. In this course, students will evaluate researches and concept studies on different subjects and theoretical approaches (meaningful life, feeling of thankfulness, happiness, hope, optimism, positive emotions, post-traumatic personal growth, endurance, self-perception, strength, time perception). Students will learn how to use methods such as brain mapping, signature strengths, gratitude journal, and seven ways increase happiness (learned optimism, thankfulness). This course includes basic concepts of communication skills, and solutions aiming to develop mass communication, international communication, organisational communications.

### **ING101 Basic English I**

Basic concepts of English. Reading texts and exercises. Listening exercises. Translation exercises. Writing essay. Speaking exercises, conversations.

### **TURK101 Turkish Language and Literature I**

The objective of this course is to examine the main movements in Turkish literature and bring a fresh perspective on the works of authors that a graduate of Faculty of Communications is expected to have an awareness of. The lessons will include case studies and practices.

### **ATA101 Principles of Atatürk and History of Revolution I**

The events that have taken place in the recent Turkish history; especially the occurrences surrounding the collapse of the Ottoman Empire, War of Salvation, formation of Turkish Republic, the initial years of the Republic rule, the Second World War and the transformation from the single party period will be examined during this course. Lessons consist of lectures and seminars including those by guest speakers.

### **RKUL101 University Culture I**

In this course considering the agenda of society, country and university, the topics are discussed with the students by experts within or outside the university. Sharing knowledge and experiences of communication professionals working several parts of communication sector with the students.

## **SECOND TERM (Year 1, Spring Term)**

### **RTİ102 Introduction to Advertising**

Definition of advertising. The history and development of advertising. Types of advertising. Goals and objectives in advertising. The relationship of advertising with other disciplines. Definition and importance of target audience. Advertising media. Introduction to advertising research. The advertising models and theories. The hierarchical structure of ad agencies.

### **İLET102 Administrative Law**

Basics concept of administrative law. Functioning of administrative law in Turkey. Institutions and policies. Bureaucratic structuring and functioning. Constitutional institutions, organisations and their functioning. General public institutions and their functioning. Structures and functioning of local organisations.

### **İLET104 Introduction to Sociology**

Basic concepts of sociology. Development process of sociology as a scientific discipline. Concepts, theories and approaches ruling classical and modern sociology. Phases of sociological thought. The points where sociology and communication sciences cross and feed each other.

### **İLET106 Introduction to Economics**

Basic concepts of economics. Development phases of economical thought. Microeconomics and macroeconomics. Basic information concerning international economics. Economic policies and practices in Turkey. Liberal thought and economics. Open market and rivalry. Development and underdevelopment concepts. Capitalism and globalisation.

### **İLET108 Introduction to Philosophy**

Emergence and development of philosophy. Basic concepts, theories, approaches. Paradigms of philosophical thought. First Age philosophers. Philosophical thought in Medieval Age. Eastern and South Eastern philosophy. Philosophy and communication relation.

### **İNG102 Basic English II**

Basic concepts of English. Reading texts and exercises. Listening exercises. Translation exercises. Writing essay. Speaking exercises, conversations.

### **TURK102 Turkish Language and Literature II**

The objective of this course is to examine the main movements in Turkish literature and bring a fresh perspective on the works of authors that a graduate of Faculty of Communications is expected to have an awareness of. The lessons will include case studies and practices

### **ATA102 Principles of Atatürk and History of Revolution II**

The events that have taken place in the recent Turkish history; especially the occurrences surrounding the collapse of the Ottoman Empire, War of Salvation, formation of Turkish Republic, the initial years of the Republic rule, the Second World War and the transformation from the single party period will be examined during this course. Lessons consist of lectures and seminars including those by guest speakers.

### **RKUL102 University Culture II**

In this course considering the agenda of society, country and university, the topics are discussed with the students by experts within or outside the university. Sharing knowledge and experiences of communication professionals working several parts of communication sector with the students.

## **THIRD TERM (Year 2, Fall Term)**

### **İLET201 Research Methods in Social Sciences**

Emergence and development of epistemology. Developmental stages of methodology. Philosophical traditions that formed a basis for methodology. Relation between social sciences and methodology. Methods and technics used on social science studies. Empirical methodological tradition. Critical methodological tradition. Questionnaire technique, content analysis. Hermeneutic analysis technics.

### **İLET203 Communications Law**

Basic concepts of communications law. Development of communications law in several countries. Communications law in Turkey. Press freedom and first juristic practices. Censorship and law. Juridical regulation on press. Juridical regulation on radio and television. Cinema and law.

### **RTİ203 Marketing Communications**

Marketing basics. Analysing the communication process. The promotional mix: The tools for marketing communications. Advertising, direct marketing, interactive/internet marketing, sales promotion, publicity/public relations, personal selling. The role of advertising and other tools in the marketing and brand management process. Case studies.

### **İLET205 History of Communication**

History of humanity and communication. Communication in first ages. Communication in ancient times. Development of communication technologies. Emergence and development of mass communication. Development of mass media in Turkey. Development of journalism. Development of radio. Emergence and development of agency journalism. Television era. Digital publishing and broadcasting. Internet media.

### **İLET213 Professional English I**

Development of ability to use of English on communication. Ability to use of English on professional field of communication. Use of English on printed media journalism. Use of English on radio and television. Use of English on cinema.

### **İLET209 Social Psychology**

Emergence and development of social psychology as a scientific discipline. Basic concepts and theories of social psychology. Individual and society relation. Group and group dynamics. Group and

society relation. Family. Attitude and perception. Attitude scales. Balance theories. Social psychology and communication.

### **RTI205 Copywriting**

The organizational structure of an advertising agency. The importance and job of copywriter in this structure. Brief and debrief. The major elements of copy for copywriting. Creative copywriting. Informing and persuading through copywriting. Writing for various media.

### **RTI207 Advertising Design**

The role of visual arts and design in advertising. Basic principles of visual design as applied to layout and typography. Technical terms and mechanics of production. Visual elements of a successful ad. Design, typography; illustration, photo imaging; computing; multimedia. Persuasive design. Basic practices.

## **FOURTH TERM (Year 2, Spring Term)**

### **İLET202 Turkish Media History**

Emergence and development of press in Turkey. Press in Ottoman period. First Turkish newspaper. Press in republican period. Juridical regulation on press. Emergence and development of radio in Turkey. Television broadcasting in Turkey. Expansion of Internet media. Media holdings.

### **RTİ202 Advertising Design and Management**

Terms, principles and theories of advertising management. The impact of culture on advertising. Decision making and steps in planning an ad campaign. Brief. Creative strategy. Tactics. Advertising campaign management. Practices and case studies.

### **İLET204 Political Communication**

Relation between politics and communication. Political systems and communication systems. Political structures and structuring of mass communication. Democracy and communication. Propaganda and persuasion techniques. Rhetoric. Political advertisement. Image and perception management.

### **RTİ204 Brand Design and Management**

Key principles of branding. Evolution of brands. Developing a brand. Positioning. Brand identity. How to create brand equity and the tools required to manage equity. Brand Communications.

### **İLET206 Photography**

Basic concepts of photography. Photography techniques, types of photography, art photography, photojournalism, documentary photography. Enframing at photography, depth of field, perspective and colour settings.

### **PRRO104 Entrepreneurship and Project Culture**

The nature of enterprise and entrepreneurship. The role of the entrepreneur, innovation and technology in the entrepreneurial process. Identifying and commercialising new ideas in communications industry. Project planning and writing. Research design, data analysis and mining, reporting and benefiting data in entrepreneurship.



## **İLET214 Professional English II**

Effective use of English on communication field. Development of ability to use of English on news writing. Ability to read media texts in English. Development of ability to prepare media content in English.

## **FIFTH TERM (Year 3, Fall Term)**

### **Core Courses**

#### **İLET303 Theories of Communication**

Emergence and development of communication sciences. Liberal and critical paradigms on communication sciences. Models theories and approaches within these two paradigms. The effects of mass media. Political economy of communication, cultural studies. Media and interactivity.

#### **RTİ303 Creativity in Advertising I**

Understanding goals, strategy, objectives and tactical thinking in advertising. The description of creativity in brand building. Finding the big idea in creative process. Correlating the idea with creative strategy. What makes a great insight? Why should every brand have a story? Current trends in advertising.

### **Elective courses**

#### **RTİ351 Strategic Research in Advertising**

The concept, forms and importance of advertising research. Using research for effective content and communication. Various research methods for advertising. Research questions, design, tools and analysis. Universe and sample concepts, methods to analyze and profile advertising target audience. Reporting advertising research. The concept and measurement of advertising effectiveness. Brand research and measurement.

#### **RTİ353 Advertising Language**

Writing effective advertising copy. Advertising language. Descriptive and narrative features used in advertisements. Introduction to semantics. Grammar in advertisements. Storytelling in advertising. Metaphors in advertising. Poetry in advertising. Visual communication and its role in advertising. Rhetorical elements in advertising.

#### **RTİ355 Consumer Behaviour**

The concept of consumption and new consumer. The distinction between consumer and customer concepts. The theory of consumer behaviour and its relationship with the practice of marketing. Psychological, anthropological, social and behavioural factors which influence consumer behaviour. The place of consumer behaviour in the digital transformation of marketing.

### **RTİ357 Consumer Society**

Critical social, cultural, and environmental issues connected with mass consumption. Consumer society and industrialization. Capitalist system and consumer society. Mass production, consumer based behaviour of capitalist economy and consumption promotion. Consumption based society and the hegemony of consumer society.

### **RTİ359 Corporate Communication Practices**

The concept and evolution of corporate communications. Understanding the different roles and functions involved in strategic corporate communications. The components of corporate communication. Corporate social responsibility, corporate culture, identity, image and reputation concepts. Cases and practices in planning and implementing corporate communications campaigns.

### **RTİ361 Talent Management**

Interdisciplinary research field investigating how talented employees could be developed and retained in practice, both in Turkey and abroad. Human resources management's new vision. Employer and employee brand strategies and practices.

### **RTİ363 Strategic Planning in Advertising**

Strategic planning process required to develop a successful advertising campaign. Theoretical background and practical information needed to develop successful brand communications. Special focus on current market and advertising industry. Analysing the market, formulating objectives, identifying target audiences, and developing advertising campaign strategies. Making the right decisions in creative strategy and media selection.

### **RTİ365 Advertising Design and Photoshop Practices**

Advertising and creative process. Basic principles and applications of graphic design. Knowledge of commercial practices within the graphic design industry. Technical production and pre-press skills. Visual elements and visualization in design. Industry standard software.

### **RTİ367 Storytelling in Advertising**

Storytelling methods from A to Z for advertising campaigns. The power of stories and metaphors. Story, brain and memory relations. Visual and textual storytelling for successful advertising campaigns.

## **SIXTH TERM (Year 3, Spring Term)**

### **Core Courses**

#### **İLET304 Political Economy of Media**

Economic and politic fundamentals of media. Liberal basis of media construction. Capitalist system and media sector. Critical political economy of media.

#### **RTİ304 Creativity in Advertising II**

Practical experience in developing and managing a complete advertising campaign: Situation analysis. SWOT analysis. Target audience. Writing a strong insight in creating an ad campaign. Creative tactics. Campaign media strategy and general information about the media buying decisions. Budget. The evaluation and analysis of award winning commercials.

### **Elective courses**

#### **RTİ352 Political Advertising**

Foundations of political communication. Persuasion and politics. The content and forms of political advertising. How to reach and influence voters: Types of political advertising. Advertising media. Selected readings and cases.

#### **RTİ354 Image and Perception Management**

Perceptual process. Perceptions, attitudes and communication. Image, imagination and representation. Archetypes. Propaganda and rhetoric. The relationship between image and perception. Types of image. Image management. Functions of communication in perception and image management.

#### **RTİ356 Neuromarketing**

The concept of neuromarketing. The theories of neuromarketing. Neuromarketing and advertising relations. Neuromarketing as an alternative research method against to traditional research methods. The future of neuromarketing. Neuromarketing applications both in Turkey and abroad.

#### **RTİ358 Gender Representation in Advertising**

Liberal and critical approaches to advertising. Theoretical construction of gender and media images of sex-role stereotypes. Culture and gender stereotyping in advertisements; male and female representations. Presentation of a woman's body as a rhetorical element in advertising and meta fetishism.

### **RTI360 Strategic Media Planning**

The concepts of media planning and media buying. Media planning terminology. Characteristics of media. Target audience research. Developing the media plan; media objectives, media mix and budget. New media.

### **RTI362 Advertisement Copywriting**

Message and targeting. Convincing copy. The qualities of effective copy and effective writing strategies for copy. Techniques for effective copy, including taglines, headlines, slogans, and captions, panels and boxes. Evaluating message effect.

### **RTI364 Innovative and Creative Thinking Techniques**

New approaches in advertising. Definition and principles of creativity. The importance of creative thinking for ad agencies. Characteristics of creative personality. Factors that affect creativity. Evaluation of creativity in advertising. Idea generation and divergent thinking. Brain storming and other techniques. Evaluation of creativity.

## **SEVENTH TERM (Year 4, Fall Term)**

### **Core courses**

#### **RTİ401 Graduation Thesis - I**

A dissertation on a topic of choice in advertising: an advertising-related research project, the analysis of advertising materials and data, and the application of the most relevant critical advertising theories and studies. Fall term includes the seminars, proposal writing and designing the methodology.

#### **İLET401 Communication and Ethics**

The roots and thought of ethics. The importance of the fields of communication. The ethics of communication in Turkey. Ethical approaches to press, television and Internet broadcasting.

### **Elective Courses**

#### **RTİ451 Advertising Photography**

Creative, technical and business aspects of photography. Creating a concept in advertising photography. Shooting techniques. Aesthetics. Composition. Advertising photography practices. Advertising creativity and the place and importance of photography selection in visual sense. Visual design and photography in advertising design.

#### **RTİ453 Advertisement and Ethics**

Defining marketing and advertising ethics. Relevant theories to examine ethical questions. Code of conducts and ethical guidelines. Marketing and advertising ethical decision-making processes and organisational control mechanisms. Business ethics in commercial competition. International principles and codes of conduct.

#### **RTİ457 Advertising Psychology**

The relationship between advertising and psychology. Psychological dimension of advertising. How advertising uses psychology and other behavioural sciences to probe deep into consumers' minds. Advertising, enlightenment and satisfaction of needs. Advertising, desire to purchase and consumption motivation.

### **RTI459 Advertising Scriptwriting**

The art of writing for advertising. The relationship between creative writing and ad writing. A copywriter's profile. Best copywriters, creative directors and schools. Television screenplay structure, dramatic strategies, correct script form and various stages of original scriptwriting. The structural elements of radio advertising scripts. Commercial scenario examples. Brand stories and fiction. Thinking differently about words and applying this thinking to the creation of great scripts.

### **RTI461 Advanced Design in Advertising**

Design as communication. Principles of design. Use and placement of design elements. The graphic design industry. Analysis and application of design principles for logos, trademarks and advertising materials. Applying the acquired software skills to real-life situations.

### **RTI463 Selected Topics in Advertising**

Various aspects of marketing communications with a focus on advertising. Selected readings. The historical and contemporary trends and issues in advertising.

### **RTI465 Advertising Workshop**

Analysis of advertisements. Brainstorming and creative ad ideas for various target audiences and various media. Strategic, creative and operational processes in advertising.

### **RTI467 Advertising and Promotional Strategies**

Marketing communications in a changing and challenging environment. Competitive forces acting on markets. Developing competitive promotional strategies. The role of advertising, public relations and other promotional tools. Creating strategies that meet customer and industry needs.

## **EIGHT TERM (Year 4, Spring Term)**

### **Core Courses**

#### **RTI402 Graduation Thesis - II**

A dissertation on a topic of choice in advertising: an advertising-related research project, the analysis of advertising materials and data, and the application of the most relevant critical advertising theories and studies. This term includes the seminars, data collecting, analysing, reporting and presenting stages.

#### **RTI404 Internship**

Advisor guided professional experience with flexibility for students to select an appropriate internship place.

### **Elective Courses**

#### **RTI452 Political Communication Campaigns**

How citizens understand politics through their social, interpersonal and mass communication experiences. First examples of political communication campaigns. Political communication campaigns as examples of political marketing. Political ads and applications of political communication campaigns.

#### **RTI454 International Advertising**

The issues and concerns in international advertising campaigns. International marketing principles. Developing strategies for international markets. Implementing communication plans. Advertising and promotion planning decisions used to address international markets. Standardization and adaptation strategies. Advertising in different cultures and countries.

#### **RTI456 Advertising and Marketing**

Traditional and new marketing concepts. Marketing mix. Strategic marketing. Market segmentation and targeting and positioning. Marketing in today's challenging business environment and practical real-world solutions. Role of advertising in marketing. Recent research, trends, selected readings, recent cases.



### **RTİ458 Media Channels and Advertisement**

Exploring the constantly evolving landscape of modern media. Selecting media channels for content distribution – reaching target audience through various media channels. Various media available for advertising today Advantages and disadvantages of various advertising mediums.

### **RTİ460 Persuasion Theories and Advertising**

Everyday persuasion attempts and practices. Process of persuasion in different areas. How theories of persuasion apply to marketing and advertising. Nonconscious processing and persuasion. Motivation techniques and persuasion. The importance of needs in persuasion. Creating the desire to purchase.

### **Foreign Language Elective Courses**

<b>Fall Term</b>					<b>Spring Term</b>						
İSP121	Spanish I	3	0	3	3	İSP122	İSP122 Spanish II	3	0	3	3
ARA121	Arabic I	3	0	3	3	ARA122	Arabic II	3	0	3	3
ÇİN121	Chinese I	3	0	3	3	ÇİN122	Chinese II	3	0	3	3
RUS121	Russian I	3	0	3	3	RUS122	Russian II	3	0	3	3