

Üsküdar University

Faculty of Communication

ADVERTISING

Course Contents

FIRST TERM (Year 1, Fall Term)

REK101 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.

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.

İLET111 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 bodylanguage.

SBU157 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.

ING101 English I

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

TURK101 Turkish Language 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)

REK104 Introduction to Marketing

Basic concepts and issues, theories and approaches related to the definition and scope of marketing. Marketing system, pricing, product, distribution channels, promotional activities, marketing research, market segmentation and market analysis.

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 globalization.

FEL109 Basic Concepts in 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.

SOS126 General 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.

İNG102 English II

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

TURK102 Turkish Language 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)

REK201 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.

REK203 Basic Design in Advertising

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.

REK205 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.

İLET203 Communication 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.

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.

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.

İLET217 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.

İLET219 Communication Research Methods

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.

FOURTH TERM (Year 2, Spring Term)

REK202 Brand 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.

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.

REK204 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.

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.

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.

İLET216 Media Literacy

In the most general sense, media literacy means gaining the skills of accessing media content, analyzing media content, questioning the accuracy of the information obtained, and producing content for the media. The main purpose of media literacy is to understand the media correctly and to be able to produce content in accordance with ethical principles for the media. In this course, starting from traditional media literacy, different forms of literacy that have become a necessity with the development and transformation of the media will be examined, and new media literacy, which is necessary for people of all ages today, will be emphasized.

RGPK104 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.

FIFTH TERM (Year 3, Fall Term)

Core Courses

REK303 Creativity in Advertising

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.

ILET303 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.

Elective courses

REK351 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.

REK353 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.

REK355 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.

REK357 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.

REK359 Scriptwriting in Advertising

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.

REK361 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.

REK363 Photoshop Practices in Advertising

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.

REK365 Types of Advertising

Current practices in the process of writing and producing advertising and the most frequently preferred ad types. Stages of advertising production in advertising campaign. Types of advertising in terms of advertisers, payment agreements, target market, types of ads due to the purpose and content of the whole campaign.

REK367 Advertising Sociology

Advertising as an inter-disciplinary field. The relationship between sociology and advertising history. Contemporary sociological theories and their reflections on advertising. Sociological researches and advertising researches. Culture and anthropology. Advertising and cultural studies.

SIXTH TERM (Year 3, Spring Term)

Core Courses

REK304 Media Planning

Relationship between marketing, advertising and media planning. Objectives and stages of media planning. Basic concepts used in media planning. Media planning strategies. Analysis of media planning strategies in terms of advertising campaigns. Media planning strategies and practices for different media (TV, Outdoor, Internet, Social Media, Magazine, Radio).

REK306 Creativity in Digital Advertising

This course aims to develop an understanding of the developments in advertising in the digital age, to have knowledge about the basic issues of digital advertising and to be creative and creative by recognizing different types of digital advertising. Within the scope of the course, students learn the basic issues of digital advertising and learn to look at new communication technologies from an advertising perspective. After getting to know the digital applications used in the field of advertising, students aim to increase the efficiency of advertising activities using digital tools. As part of the course, they also improve their knowledge and awareness of productive artificial intelligence tools. They also gain knowledge about ethical issues such as data security and privacy, transparency and algorithmic bias that may arise with digital advertising practices. They understand the importance of responsible and ethical use of digital advertising practices.

Elective courses

REK352 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.

REK354 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.

REK356 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.

REK358 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 metafetishism.

REK360 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.

REK362 New Media and Advertising

An overview of the relationship between internet and advertising. Advantages and disadvantages of internet as a medium for marketing communication and advertising. Sectoral and academic views and evaluations on the digital transformation of advertising. Evaluation of the principles and practices of advertising in different media.

REK364 Advertising History

The need for advertising throughout human history. Overview and evaluation of first ads. Advertising from 3000 BC to present day. First advertising agency. The pioneers of advertising and their contribution to advertising. Roser Reeves and unique selling proposition. The visual age of the 60s. 70s and positioning strategy. The golden age of advertising that developed with the 80s. 90s and the effects of globalization. 2000s, internet and digitalization.

REK366 Advertising Film Production

Advertising film making process. Elements of advertising film. Stages of advertising production. Practises of advertising production.

REK368 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 succesfull advertising campaigns.

REK370 Strategic Planning in Advertising

Creative brief, starting with the advertiser's request to advertise, which is the basis for advertising success the strategic planning process that lasts up to the writing stage.

SEVENTH TERM (Year 4, Fall Term)

Core courses

REK491 Graduation Project I

In consideration of four years, realization of a research design on communication field. Determination of research subject. Determination of research methods and techniques. Data gathering and analyzing.

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

REK451 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.

REK453 Advertising 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.

REK455 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.

REK457 Screenwriting in Commercials

Structural and contextual analysis of scriptwriting for television commercials. Creation stages of the commercial film scenario, which will guide the production team before and during the shooting. Evaluation of written scenarios for television advertisements of famous brands. Techniques of creating original and creative television commercial scenarios.

REK459 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.

REK461 Advertising Workshop

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

REK463 Sales Promotion Strategies in Advertising

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.

REK465 Advertising Agency Management

Overview of the advertising industry. Sectoral applications and evaluations. Hierarchical structure and job descriptions in advertising agencies. Decision making and administrative processes in advertising agencies. Evaluation of current advertising practices in terms of dynamic structure and functioning of the sector.

EIGHT TERM (Year 4, Spring Term)

Core Courses

REK402 Internship

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

REK492 Graduation Project II

After completed research design phase, the transformation of the findings, conclusion and proposal into thesis text.

ISG490 Occupational Health and Safety in Communication

Aim and importance of occupational health and safety in the field of communication, its historical development; basic concepts in occupational health and safety, practices and legislative measures based on examples in Turkey. In the case of stress, discrimination and oppression in film sets, natural disaster situations, war correspondence, filming and making news in terrorism zones, and in busy working hours in advertising agencies; risks in computer, laboratory and studio use and employer responsibilities. International conventions on occupational health and safety for communications employees, joint decisions of the European Union.

Selective Courses

REK452 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.

REK454 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.

REK456 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.

REK458 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.

REK460 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.

REK462 Critical Advertising Analysis

Comments and evaluations on the meaning of advertising. A critical approach to advertising researches. Semiotics and advertising. Critical theories and their reflections on advertising. Critical analysis and practices of advertising.

REK464 Campaign Practices in Advertising

Application stages in advertising campaigns. Situation analysis and creative strategy. Challenges in advertising design process and the importance of design in terms of advertising strategy. Advertising media plan and budget decisions. Applications and evaluations.

Foreign Language Elective Courses

ILET353 English Communication Skills

In this course, which aims to improve communication skills in English, students will be directed to practices that improve their communication skills such as speaking in the classroom, asking questions, and conducting interviews.

ILET352 English Presentation Skills

In this course, which aims to improve English presentation skills, students will develop basic skills such as applying storytelling techniques to complex topics and creating slides that can make the presentation more understandable. Within the scope of the course, students will prepare presentations on various topics and present them in front of the class.

Fall Term					Spring Term						
İSP123	Spanish I	3	0	3	5	İSP124	İSP122 Spanish II	3	0	3	5
ARA123	Arabic I	3	0	3	5	ARA124	Arabic II	3	0	3	5
ÇİN123	Chinese I	3	0	3	5	ÇİN124	Chinese II	3	0	3	5
RUS123	Russian I	3	0	3	5	RUS124	Russian II	3	0	3	5

