



2024-2025 Academic Year
List of Courses Offered in Foreign Language
2024-2025 Akademik Yılı
Yabancı Dilde Açılacak Dersler Listesi

Faculty of Communication
İletişim Fakültesi

	Department <i>Bölüm</i>	Course Code <i>Ders Kodu</i>	ECTS <i>AKTS</i>	Course Title <i>Dersin Adı</i>	Semester <i>Dönem</i>	Course Content <i>Dersin İçeriği</i>	Academic Staff <i>Dersi Veren Öğretim Elemanı</i>	Online Available <i>Çevrimiçi</i>
1	Reklamcılık <i>Advertising</i>	REK 212	3	Advertising Strategies and Practices	Spring	To teach students on the basic stages of ad planning, To help students learn how advertiser and ad agencies work together in the making of an advertising campaign (including the ad campaign planning, advertising research and advertising campaign implementation.	Assoc. Prof. Dr. Hediye AYDOĞAN	Online Available <i>Çevrimiçi</i>
2	Reklamcılık <i>Advertising</i>	REK 222	3	Digital Advertising	Spring	To help students adapt their knowledge to the digitalized advertising market, To help them understand the digital advertising media, agencies and content producers, and their action mechanisms, To help them comprehend digital media planning and purchase processes.	Assoc. Prof. Dr. Hediye AYDOĞAN	Online Available <i>Çevrimiçi</i>
3	Reklamcılık <i>Advertising</i>	HİT 304	3	Marketing Communications	Spring	The aim of this course is to help students understand basic marketing communication concepts and methods for marketing	Assoc. Prof. Dr. Hediye AYDOĞAN	Online Available <i>Çevrimiçi</i>
4	Reklamcılık <i>Advertising</i>	REK 302	6	Advertising Production Stages and Applications II	Spring	To help students learn the digital ad production stages through designing ads for various digital ad media after identifying the main ad concept for a specific ad creative brief provided in the course.	Assoc. Prof. Dr. Hediye AYDOĞAN	Online Available <i>Çevrimiçi</i>
5	Reklamcılık <i>Advertising</i>	REK 318	3	Global Advertising	Spring	The rapid disappearance of national borders and the transnational dimension of advertising, the relationship between the concepts of globalization and global economy and advertising, global advertising studies that have come to the fore in recent years and the structuring of the global process will be examined.	Assoc. Prof. Dr. Hediye AYDOĞAN	Online Available <i>Çevrimiçi</i>
6	Reklamcılık <i>Advertising</i>	REK 211	3	Consumer Research and Advertising	Fall	To help students understand what consumer research includes and consists of in terms of advertising practices. Course content includes consumer behaviour, consumer research stages, research techniques	Assoc. Prof. Dr. Hediye AYDOĞAN	Online Available <i>Çevrimiçi</i>
7	Reklamcılık <i>Advertising</i>	REK 217	3	Psychological Foundations of Advertising	Fall	This course is designed to help students understand the psychology of persuasion and consumer behavior. It is an overview of key psychological concepts and theories as they relate to marketing, advertising and public relations. The ultimate goal of this course is to provide an understanding of the psychology behind advertising and advertising planning, execution, and impacts.	Assoc. Prof. Dr. Hediye AYDOĞAN	Online Available <i>Çevrimiçi</i>
8	Reklamcılık <i>Advertising</i>	REK 317	3	Brand Management	Fall	The objective of this course is to teach students basic concepts of brand and brand management, and help them understand the brand communication strategies and branding models. In this regard, it aims to provide students with knowledge regarding brands, consumers, brand purchasing process, historical development of branding, and the place of brand management in integrated communication.	Assoc. Prof. Dr. Hediye AYDOĞAN	Online Available <i>Çevrimiçi</i>
9	Reklamcılık <i>Advertising</i>	REK 313	3	Advertising Scriptwriting	Fall	To ensure that students gain theoretical and practical knowledge and experience about advertising script writing techniques and format.	Assoc. Prof. Dr. Hediye AYDOĞAN	Online Available <i>Çevrimiçi</i>
10	Reklamcılık <i>Advertising</i>	REK 301	6	Advertising Production Stages and Applications I	Fall	To help students learn the traditional ad production stages through designing ads for various traditional ad media after identifying the main ad concept for a specific ad creative brief provided in the course.	Assoc. Prof. Dr. Hediye AYDOĞAN	Online Available <i>Çevrimiçi</i>