



2023-2024 Academic Year
List of Courses Offered in Foreign Language

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 318	3	Global Arenada Reklamcılık <i>Global Advertising</i>	Bahar <i>Spring</i>	Globalisation and culture; Hofstede's Cultural Dimensions and its relation to global advertising; global advertising strategies; global advertising agency conglomerates; global advertising ethics; advertising sector in Europe; advertising sector in America; advertising sector in Australia; advertising sector in Asia; advertising sector in South America	Assist. Prof. Dr. Hediye Aydoğan	X
2	Reklamcılık <i>Advertising</i>	HİT 304	6	Pazarlama İletişimi <i>Marketing Communications</i>	Bahar <i>Spring</i>	Principles of marketing communications; Integrated marketing communications; Marketing mix; marketing types [social marketing, influencer marketing, gerilla marketing, destination marketing, retro marketing, etc.]; marketing plan; ethics in marketing	Assist. Prof. Dr. Hediye Aydoğan	X
3	Reklamcılık <i>Advertising</i>	REK 212	3	Reklam Stratejileri ve Uygulamaları <i>Advertising Strategies and Practices</i>	Bahar <i>Spring</i>	Advertising brief; advertising campaign management; ad creative strategies; ad message strategies; positioning; ad appeals	Assist. Prof. Dr. Hediye Aydoğan	X
4	Reklamcılık <i>Advertising</i>	REK 317	6	Marka Yönetimi <i>Brand Management</i>	Güz <i>Fall</i>	Conceptual framework; branding elements; branding strategies; branding stages; brandethics	Assist. Prof. Dr. Hediye Aydoğan	X
5	Reklamcılık <i>Advertising</i>	REK 211	3	Tüketici Araştırmaları ve Reklam <i>Consumer Research and Advertising</i>	Güz <i>Fall</i>	Consumer research and its relation to advertising practice; consumer research process; target audience analysis; consumer insights; novel techniques for consumer research	Assist. Prof. Dr. Hediye Aydoğan	X