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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Reklam ve Reklamcılık Uyg.** | |  | 2 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Alan seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Reklam tanımları, reklam amaçları, reklamın diğer bilim dallarıyla ilişkisi, reklamın toplumsal ve ekonomik etkileri, reklam ortamları, reklama yönelik prodüksiyon çalışmaları ve reklam etkinliğinin ölçülmesi amaçlanmaktadır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. Reklam ve reklamcılığın işleyişini anlar. 2. Reklamların işlevlerini anlar. 3. Kampanya kavramı ve yaratıcılığın önemini kavrar. 4. Reklam etkinliğini ölçer. 5. Reklam araçlarına yönelik prodüksiyon çalışmalarını yapar. | | | | | | | Dersin İçeriği | Bu ders; açık hava reklamcılığı ve üstünlükleri, radyo reklamcılığı ve genel ilkeleri, televizyon reklam filminde düşünsel yaratım süreci, tüketiciyi ve hedef kitleyi tanımlama, yaratıcı düşüncenin iletiye dönüşmesi, reklam filmi anlatım biçimleri, görüntüsel anlatı tekniğinin belirlenmesi, reklam senaryosu ve özellikleri, kamera ve merceklerin optik özellikleri, kamera hareketlerine göre çekimler ve optik geçişler, kamera açısı tipleri, çekimlerin çerçevelenmesi ve uyulması gereken kurallar, gibi konuları içerir. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Reklamcılık Genel Tanımları | | | | | | | 2 | Reklam Ortamları | | | | | | | 3 | Kampanya Kavramı ve Yaratıcılığın Önemi | | | | | | | 4 | Yaratıcılık ve Reklam Kampanyasında Kullanılan Yaratıcı Stratejiler | | | | | | | 5 | Reklam Araçlarına Yönelik Prodüksiyon Çalışması | | | | | | | 6 | Basılı ve Yayın Yapan Reklam Araçları Arasındaki Farklar | | | | | | | 7 | Reklam Etkinliğinin Ölçülmesinde Kullanılan Yöntemler | | | | | | | 8 | Farklı Mecralarda Reklam Ölçüm Yöntemleri | | | | | | | 9 | Reklamla İlgili Kurum ve Kuruluşlar | | | | | | | 10 | Reklamverenler | | | | | | | 11 | Reklam Ajansları | | | | | | | 12 | Medya Reklam Bölümleri | | | | | | | 13 | Reklam Kurulu Yönetmeliği | | | | | | | 14 | Örnek Reklam Kampanyası Hazırlama | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** |  |  | | --- | | Baker, S. (1996). *Reklamcılıkta Yaratıcılık,* (*Çev: Dilek Şendil*) İstanbul Yayınevi.  Çetinkaya, Y. (1992). *Reklamcılık,* İstanbul: Ağaç Yayınları.  Topsümer, F. ve Elden, M. (2016). *Reklamcılık: Kavramlar, Kararlar, Kurumlar*, İletişim Yayıncılık | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | | **ÖÇ1** | 4 | | 3 | 3 | | 1 | 2 | | 1 | - | | 3 | 3 | | 2 | | **ÖÇ2** | 4 | | 3 | 3 | | 1 | 2 | | 1 | - | | 3 | 3 | | 2 | | **ÖÇ3** | 4 | | 3 | 3 | | 1 | 2 | | 1 | - | | 3 | 3 | | 2 | | **ÖÇ4** | 4 | | 3 | 3 | | 1 | 2 | | 1 | - | | 3 | 3 | | 2 | | **ÖÇ5** | 4 | | 3 | 3 | | 1 | 2 | | 1 | - | | 3 | 3 | | 2 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | | Reklam ve Reklamcılık Uygulamaları | 4 | 3 | 3 | 1 | 2 | 1 | - | 3 | 3 | 2 | |