

Spring 2020 – Course Outline (Syllabus)

AD 416

New Trends in Advertising

Class Details

Every **Thursday**, from **13h30** to **16h30**

Instructor : Mine Silen

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Overview

After the slow death of traditional medias, it's a new era faced with new challenges to marketing professionals. The rise of new media and the rise of new generation of consumers who simply will not be interrupted are the future frontiers of advertising. The race is on to find the next advertising tools and apply them in creative outlines. This course focuses on technology, design and media trends that dominate the marketing and advertising.

Objective and Outcomes

This course introduces the new way of advertising with particular cases, content creation and general knowledge of data driven marketing.

At the end of this course the students will be able to:

- interpret social factors that impact the marketing and advertising.
- identify the needs of new generation consumers according to social changes.
- have a knowledge of media, design and technology trends
- learn the principals of content creation and data driven marketing.

- obtain basic comprehension of the role of segmentation in content creation.
- discuss and express their own ideas related trends and new media tools.

Requirements

As the lectures will mainly consist of discussions, it is the basic requirement of the course that the students pre-read the related materials and make some basic researches before coming to class.

Evaluation

Your performance will be measured by considering your presentations, attendance final papers and participation during the classes. Additionally, we will make some exercises during lectures.

Mid-term project: 40%

Final Project : 50%

Participation: 10%

Milestones

- Week 1: Introduction to new way of advertising
- Week 2 : Factors that impacts the trends and new consumer
- Week 3 : Changing consumer and his/her expectations in Turkey
- Week 4 : Media trends - new media tools
- Week 5 : Design trends
- Week 6 : Technology trends
- Week 7 : Introduction to content
- Week 8 : Guest speaker from Senfonico (social media and content agency)

- **Week 9 : Midterm Evaluation / Student Presentations I**
- **Week 10 : Midterm Evaluation / Student Presentations II**
- Week 11 : Data driven marketing and case studies
- Week 12 : Guest Speaker from Deeper (data research company)
- Week 13 : Data-inspired advertising - best practices
- **Week 14 : Grand Final / Final Project**

Sources

Books:

The King of Content, Keach Hagey
Content Inc, Joe Pulizzi
Likeable Social Media, Dave Kerpen
The Brain, David Eagleman
This Is Marketing, Seth Godin

Research platforms:

<https://www.contagious.com/>
<https://www.jwtintelligence.com/>
<https://www.faithpopcorn.com/>
<https://www.fjordnet.com/>
<https://www.mckinsey.com>
www.hootsuite.com
www.gfk.com

