

Medicine			
Bachelor	TR-NQF-HE: Level 7	QF-EHEA: Second Cycle	EQF-LLL: Level 7

## Course Introduction and Application Information

Course Code:	TIP068		
Course Name:	Advertising and Promotion in Health		
Semester:	Fall Spring		
Course Credits:	<div>ECTS</div> <div>2</div>		
Language of instruction:	Turkish		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	Departmental Elective		
Course Level:	<div>Bachelor</div> <div>TR-NQF-HE:7. Master`s Degree</div> <div>QF-EHEA:Second Cycle</div> <div>EQF-LLL:7. Master`s Degree</div>		
Mode of Delivery:	E-Learning		
Course Coordinator:	Dr. Öğr. Üy. NEZİH VAROL		
Course Lecturer(s):	AYBIKE SERTTAŞ, TUGAY SARIKAYA, YAREN KALKAN		
Course Assistants:			

## Course Objective and Content

Course Objectives:	<p>Today, manufacturers of all kinds of tangible and intangible</p> <p>The intensity of the efforts to transform the asset into a salable product is remarkable.</p> <p>Consumption is encouraged, attractive and</p> <p>A wide variety of opportunities are offered to the target audience.</p>

Course Content:	<p>What Karl Marx called the "age of decay" and the abstract concepts of love, affection, kindness, friendship.</p> <p>In this period when even concepts have become commodities, despite being so heavily criticized,</p> <p>especially with cinematic techniques used in the production of commercials,</p> <p>Many commercials offer viewing pleasure to the viewers and can be watched over and over again.</p> <p>can be shared on social media.</p> <p>The course deals with the critical dimension of the advertisement issue, and one of the main problems of the world.</p> <p>one examines consumption.</p> <p>In addition, it conveys basic technical information to students who are interested in advertising production.</p>
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## Learning Outcomes

The students who have succeeded in this course;

- 1) The student will be able to discuss globalization issues.
- 2) will learn about capitalism, commodification, alienation, consumption
- 3) can discuss with reference to key theories and authors

## Course Flow Plan

Week	Subject	Related Preparation
1)	Meeting, information about the course, movie and book recommendations	
2)	History of advertising, changing advertising approaches from past to present	
3)	Advertising functions	
4)	Creative advertising strategies	
5)	Stages from the ad request to the agency to the production process	
6)	Globalization concept	
7)	commodification, reification, alienation	
8)	Conformism	
9)	Television and Representation	
10)	Ethical Issues in Advertising	
11)	Consumption debates	

## Sources

Course Notes / Textbooks:	Ders Çıktıları-Lecturer lesson
References:	Reklam ve Tüketim (Yetkin Cılızoğlu)

## Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3
Program Outcomes			
1) When Istinye University Faculty of Medicine student is graduated who knows the historical development of medicine, medical practices, and the medical profession and their importance for society.			
2) knows the normal structure and function of the human body at the level of molecules, cells, tissues, organs and systems.			
3) is capable of systematically taking an accurate and effective social and medical history from their patients and make a comprehensive physical examination.			
4) knows the laboratory procedures related to diseases; In primary care, the necessary material (blood, urine, etc.) can be obtained from the patient with appropriate methods and can perform the necessary laboratory procedures for diagnosis and follow-up or request laboratory tests.			
5) can distinguish pathological changes in structure and functions during diseases from physiological changes and can Interpret the patient's history, physical examination, laboratory and imaging findings, and arrive at a pre-diagnosis and diagnosis of the patient's problem.			
6) knows, plans and applies primary care and emergency medical treatment practices, rehabilitation stages.			
7) can keep patient records accurately and efficiently, know the importance of confidentiality of patient information and records, and protects this privacy.			
8) knows the clinical decision-making process, evidence-based medicine practices and current approaches.			
9) knows and applies the basic principles of preventive health measures and the protection of individuals from diseases and improving health, and recognizes the individual and/or society at risk, undertakes the responsibility of the physician in public health problems such as epidemics and pandemics.	1		1
10) knows the biopsychosocial approach, evaluates the causes of diseases by considering the individual and his / her environment.	1	1	

Course Learning Outcomes	1	2	3
11) is capable of having effective oral and/or written communication with patients and their relatives, society and colleagues.			
12) knows the techniques, methods and rules of researching. It contributes to the creation, sharing, implementation and development of new professional knowledge and practices by using science and scientific method within the framework of ethical rules.		1	
13) can collect health data, analyze them, present them in summary, and prepare forensic reports.			
14) knows the place of physicians as an educator, administrator and researcher in delivery of health care. It takes responsibility for the professional and personal development of own and colleagues in all interdisciplinary teams established to increase the health level of the society.	2	2	2
15) knows employee health, environment and occupational safety issues and takes responsibility when necessary.	3	3	1
16) knows health policies and is able to evaluate their effects in the field of application.	2	2	2
17) keeps medical knowledge up-to-date within the framework of lifelong learning responsibility.	1	1	2
18) applies own profession by knowing about ethical obligations and legal responsibilities, prioritizing human values and with self-sacrifice throughout own medical life.			

### Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	When Istinye University Faculty of Medicine student is graduated who knows the historical development of medicine, medical practices, and the medical profession and their importance for society.	
2)	knows the normal structure and function of the human body at the level of molecules, cells, tissues, organs and systems.	
3)	is capable of systematically taking an accurate and effective social and medical history from their patients and make a comprehensive physical examination.	
4)	knows the laboratory procedures related to diseases; In primary care, the necessary material (blood, urine, etc.) can be obtained from the patient with appropriate methods and can perform the necessary laboratory procedures for diagnosis and follow-up or request	

	laboratory tests.	
5)	can distinguish pathological changes in structure and functions during diseases from physiological changes and can Interpret the patient's history, physical examination, laboratory and imaging findings, and arrive at a pre-diagnosis and diagnosis of the patient's problem.	
6)	knows, plans and applies primary care and emergency medical treatment practices, rehabilitation stages.	
7)	can keep patient records accurately and efficiently, know the importance of confidentiality of patient information and records, and protects this privacy.	
8)	knows the clinical decision-making process, evidence-based medicine practices and current approaches.	
9)	knows and applies the basic principles of preventive health measures and the protection of individuals from diseases and improving health, and recognizes the individual and/or society at risk, undertakes the responsibility of the physician in public health problems such as epidemics and pandemics.	1
10)	knows the biopsychosocial approach, evaluates the causes of diseases by considering the individual and his / her environment.	2
11)	is capable of having effective oral and/or written communication with patients and their relatives, society and colleagues.	1
12)	knows the techniques, methods and rules of researching. It contributes to the creation, sharing, implementation and development of new professional knowledge and practices by using science and scientific method within the framework of ethical rules.	2
13)	can collect health data, analyze them, present them in summary, and prepare forensic reports.	
14)	knows the place of physicians as an educator, administrator and researcher in delivery of health care. It takes responsibility for the professional and personal development of own and colleagues in all interdisciplinary teams established to increase the health level of the society.	3
15)	knows employee health, environment and occupational safety issues and takes responsibility when necessary.	2
16)	knows health policies and is able to evaluate their effects in the field of application.	2
17)	keeps medical knowledge up-to-date within the framework of lifelong learning responsibility.	1
18)	applies own profession by knowing about ethical obligations and legal responsibilities,	

	prioritizing human values and with self-sacrifice throughout own medical life.	
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## Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Homework Assignments	1	% 25
Seminar	1	% 25
Final	1	% 50
<b>total</b>		<b>% 100</b>
PERCENTAGE OF SEMESTER WORK		% 50
PERCENTAGE OF FINAL WORK		% 50
<b>total</b>		<b>% 100</b>

## Workload and ECTS Credit Calculation

Activities	Number of Activities	Preparation for the Activity	Spent for the Activity Itself	Completing the Activity Requirements	Workload
Course Hours	2	0	1	15	32
Study Hours Out of Class	1	0	1	1	2
Presentations / Seminar	1	1	2	5	8
Homework Assignments	1	1	2	5	8
Final	1	2	2	1	5
<b>Total Workload</b>					<b>55</b>