



**COURSE INFORMATION FORM**

Course Name	Course Code
Advertisement Law	19115016

Semester	Number of Course Hours per Week		Credit	ECTS
	Theory	Practice		
5 <sup>th</sup>	2	0	2	4

Course Category (Credit)				
Basic Sciences	Engineering Sciences	Design	General Education	Social
				X

Course Language	Course Level	Course Type
Turkish	Undergraduate	Elective

<b>Prerequisite(s) if any</b>	1) General Provisions of the Law of Obligations 2) Commercial Enterprise Law
<b>Objectives of the Course</b>	The main aim of the course is to introduce various types of advertisements and to raise awareness of the students with theoretical and practical examples that different and wide range of legal issues may arise in terms of these types of advertisements.
<b>Short Course Content</b>	Within the scope of this course; advertisement law and its related fields are determined, the legal and administrative infrastructure related to advertising law is revealed, the concept and types of advertising are explained, the characteristics of various types of advertisements and the legal issues that may arise are discussed. Within the scope of the course; the concept of average consumer and its characteristics are examined in terms of its importance in advertising law practices and issues such as advertising contracts and advertising prohibitions are examined.

Learning Outcomes of the Course	Contributed PO(s)	Teaching Methods *	Measuring Methods **
1 To assimilate the concept of Advertisement Law and its related fields	2, 6	1	A
2 To be able to reveal the legal and administrative infrastructure related to Advertisement Law	5, 6	1	A
3 To be able to define advertisements, to be able to determine the characteristics of commercial advertisements	1, 8	1, 5	A
4 To understand the importance of the average consumer concept and to be able to list its characteristics	1, 3	1, 10	A
5 To be able to comprehend the relationship between advertisements and constitutional rights and freedoms; to be able to observe this relationship in the resolution of disputes arising from advertisements	6, 8	1, 2	A
6 To be able to present classical and contemporary debates on various types of advertising	7	1, 5	A
7 Raising awareness about advertising bans	3	1, 2	A
8 To assimilate the concept of Advertisement Law and its related fields	2, 6	1	A
9 To be able to reveal the legal and administrative infrastructure related to Advertisement Law	5, 6	1	A
10 To be able to define advertisements, to be able to determine the characteristics of commercial advertisements	1, 8	1, 5	A

\*Teaching Methods 1:Expression, 2:Discussion, 3:Experiment, 4:Simulation, 5:Question-Answer, 6:Tutorial, 7:Observation, 8:Case Study, 9:Technical Visit, 10:Trouble/Problem Solving, 11:Individual Work, 12:Team/Group Work, 13:Brain Storm, 14:Project Design / Management, 15:Report Preparation and/or Presentation

\*\*Measuring Methods A:Exam, B:Quiz, C:Oral Exam, D:Homework, E:Report, F:Article Examination, G:Presentation, I:Experimental Skill, J:Project Observation, K:Class Attendance; L:Jury Exam

<b>Main Textbook</b>	ASLAN, Adem: Reklam Hukuku, On İki levha Yayıncılık, İstanbul 2021 TEKELİOĞLU Numan: Tüketicinin Korunması Açısından Hukuka Aykırı Reklamlar, On iki Levha Yayıncılık, İstanbul 2016 İNAL Emrehan / BAYSAL Başak: Reklam Hukuku ve Uygulaması, On iki Levha Yayıncılık, İstanbul 2008
<b>Supporting References</b>	Haksız Rekabet Hukuku ve Tüketicinin Korunması Hakkında Mevzuata İlişkin Kaynaklar
<b>Necessary Course Material</b>	

<b>Course Schedule</b>	
<b>1</b>	The Concept of Advertisement Law and Related Areas
<b>2</b>	Legal and Administrative Infrastructure Regarding Advertisement Law
<b>3</b>	Advertisement Concept and Types
<b>4</b>	The Concept of Average Consumer and Its Role in Advertisement Law
<b>5</b>	The Relationship between Advertisements and Constitutional Rights and Freedoms
<b>6</b>	Legal Issues Regarding Deceptive and Abusive Advertisements
<b>7</b>	Determination of Lawful and Unlawful Aspects of Comparative Advertisements
<b>8</b>	Mid-Term Exam
<b>9</b>	Issues Regarding Disguised Advertisements and Exploitative Advertisements
<b>10</b>	Legal Issues Regarding E-Mail Advertisements
<b>11</b>	Legal Issues Related to Social Media Ads
<b>12</b>	Current Debates on Internet Advertising
<b>13</b>	Sponsorship and Product Placement in Advertising
<b>14</b>	Advertising Contracts
<b>15</b>	Advertising Bans in Various Areas
<b>16,17</b>	Final Exam

Calculation of Course Workload			
Activities	Number	Time (Hour)	Total Workload (Hour)
Course Time (number of course hours per week)	14	2	28
Classroom Studying Time (review, reinforcing, prestudy,...)	12	2	24
Homework			
Quiz Exam			
Studying for Quiz Exam			
Oral exam			
Studying for Oral Exam			
Report (Preparation and presentation time included)			
Project (Preparation and presentation time included)			
Presentation (Preparation time included)			
Mid-Term Exam	1	2	2
Studying for Mid-Term Exam	1	25	25
Final Exam	1	2	2
Studying for Final Exam	1	25	25
		<b>Total workload</b>	<b>106</b>
		<b>Total workload / 30</b>	<b>3,53</b>
		<b>Course ECTS Credit</b>	

Evaluation	
Activity Type	%
Mid-term	40
Quiz	
Homework	
Bir öge seçin.	
Bir öge seçin.	60
<b>Final Exam</b>	100
<b>Total</b>	40

<b>RELATIONSHIP BETWEEN THE COURSE LEARNING OUTCOMES AND THE PROGRAM OUTCOMES (PO) (5: Very high, 4: High, 3: Middle, 2: Low, 1: Very low)</b>		
<b>NO</b>	<b>PROGRAM OUTCOME</b>	<b>Contribution</b>
1	To understand, analyze and comment on legal problems, to be able to discuss these issues, to offer opinions and solutions, to relate these processes to real life.	4
2	To have judgment skills and abilities in the field of law, open to cooperation with others, able to work in harmony with them, keen on research and examination, and having knowledge at a level to carry out a problem-solving process from beginning to end.	3
3	To have the knowledge to determine the provisions to be applied to legal disputes, to have the ability to analyze, discuss and evaluate the court decisions in the relevant field.	3
4	To have skills to assimilate and carry the rules of ethics and profession.	3
5	To have skills to approach critically and creatively on the legal and social problems in terms of rule of law and ideal of justice.	3
6	To have skills to understand the differences between the theory and practice of private and public law.	4
7	To be able to comprehend the importance of lifelong learning and to analyze legal, social, cultural and similar events and developments in the world, country, region and local and to be able to comment on these at a sufficient level.	2
8	To have the skills to conduct disciplinary and interdisciplinary research and study.	3
9	To grow up with the moral and ethical rules required by business life and to be able to use them effectively in the future.	1
10	To have skills to use vocational information technologies efficiently in solving legal problems.	3

<b>LECTUTER(S)</b>				
<b>Prepared by</b>				
<b>Signature(s)</b>				

**Date:25.07.2024**