

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

CREATIVE ADVERTISING

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CREATIVE ADVERTISING	HR2211623	Spring Semester	2+1	2,5	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Asena TEMELLİ COŞGUN				
Name of Lecturer(s)	Assist.Prof. Asena TEMELLİ COŞGUN				
Assistant(s)	Assoc. Prof. Dr. Bilge KARAMEHMET ALTUNTAŞ				
Aim	The aim of this course; to convey the meaning the concept of creativity, its importance and use in advertising today's world and to develop students' creative thinking abilities.				
Course Content	This course contains; Introduction, general introduction and sharing of course syllabus,Creativity, Innovation, Development Concepts,Creative Thinking Techniques,Marketing, marketing communication and creativity,Advertising and Creativity (concepts, sample ads),Advertising campaign, creative brief, production processes,Creative strategy (target audience, message, advertising language, etc.),Midterm,How to find the idea?- Student Presentations,TV spot, radio spot writing basic rules- student presentations,Basic rules of writing press ads, direct mail, outdoor advertising- student presentations,Creative Advertising Sample Evaluation- student presentations,Creative Strategy and Applications - Student Presentations,Creative Applications - Evaluation- student presentations.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Define the term of creativity			14, 5, 9	E, F	
Relate the importance of creativity in branding and marketing communication			10, 16, 6, 8, 9	A, F	
Create a creative strategy			14, 5, 6	F	
Comprehend the importance of creative strategy in advertising			10, 16, 9	A	
Create a creative strategy in advertising			16, 9	A, F	
Define the concept of creativity				C, E	
Teaching Methods	10: Discussion Method, 14: Self Study Method, 16: Question - Answer Technique, 5: Cooperative Learning, 6: Experiential Learning, 8: Flipped Classroom Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, C: Multiple-Choice Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction, general introduction and sharing of course syllabus	Related reading			
2	Creativity, Innovation, Development Concepts	Related reading			
3	Creative Thinking Techniques	Related reading			
4	Marketing, marketing communication and creativity	Related reading			
5	Advertising and Creativity (concepts, sample ads)	Related reading			
6	Advertising campaign, creative brief, production processes	Related reading			
7	Creative strategy (target audience, message, advertising language, etc.)	Related reading			
8	Midterm	Related reading			
9	How to find the idea?- Student Presentations	Related reading			
10	TV spot, radio spot writing basic rules- student presentations	Related reading			
11	Basic rules of writing press ads, direct mail, outdoor advertising- student presentations	Related reading			
12	Creative Advertising Sample Evaluation- student presentations	Related reading			
13	Creative Strategy and Applications - Student Presentations	Related reading			
14	Creative Applications - Evaluation- student presentations	Related reading			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Jim Avery, Kampanya Planlaması, Reklamcılık Vakfı Yayınları,2005 Kemal Sezer, Reklamın Sokak Çocuğu; Ersin Salman, Reklamcılık Vakfı Yayınları, 2005 F. Hürel, Yaratıcı Reklamcılık. İstanbul, Say Yayınları, 2008. Daniel Smith, Steve Jobs Gibi Düşünmek, NTV Yayınları, 2013 Creative Advertising, New Edition Paperback – June 23, 2008