

**School of Communication / Public Relations and Advertising (English)**

**2023 - 2024 Academic Year**

**CREATIVE ADVERTISING**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
CREATIVE ADVERTISING	PR2211624	Spring Semester	2+1	2,5	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assoc.Prof. Bilge KARAMEHMET ALTUNTAŞ, Prof.Dr. Ayşen AKYÜZ				
<b>Name of Lecturer(s)</b>	Prof.Dr. Ayşen AKYÜZ				
<b>Assistant(s)</b>	Asst. Prof. Dr. Sevgi KAVUT				
<b>Aim</b>	To develop the skills of thinking and language using advertising and public relations writing.				
<b>Course Content</b>	This course contains; Introducing of Creative Advertising,Creative Process,Creative Advertising Planning and Development,Writing Creative Slogan,Creative Brief,Creative Copywriting,Creative Brief Presentations,Writing Synopsis,Writing Synopsis,Creative Advertising Campaigns,Creative Advertising Campaign Examples,Student Presentations,Students Presentations,General Evaluation - Student presentations.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1. Comprehend the fundamentals of advertising.			10, 16, 9	A	
2. Explain the creative approaches to advertising.			10, 6, 9	A, E, F	
3. Explain creative strategy			16, 9	A	
4. Explain the theories of creative advertising				A, D, F	
5. Comprehend the creative processes.			10, 6, 9	A, D, E, F	
<b>Teaching Methods</b>	10: Discussion Method, 16: Question - Answer Technique, 6: Experiential Learning, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, D: Oral Exam, E: Homework, F: Project Task				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introducing of Creative Advertising	Related reading			
2	Creative Process	Related reading			
3	Creative Advertising Planning and Development	Related reading			
4	Writing Creative Slogan	Related reading			
5	Creative Brief	Related reading			
6	Creative Copywriting	Related reading			
7	Creative Brief Presentations	Related reading			
8	Writing Synopsis	Related reading			
9	Writing Synopsis	Related reading			
10	Creative Advertising Campaigns	Related reading			
11	Creative Advertising Campaign Examples	Related reading			
12	Student Presentations	Related reading			
13	Students Presentations	Related reading			
14	General Evaluation - Student presentations	Related reading			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			
<b>Resources</b>					
Lecture Notes, Mario Pricken, 2008, Creative Advertising, New EditionDavid Ogilvy, Ogilvy on Advertising, Vintage; First Edition					