

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
COMMERCIAL CONSTRUCTION and MANAGEMENT	PR321.0519	Spring Semester	1+2	2	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Mert KUTLUK				
Name of Lecturer(s)	Assist.Prof. Mert KUTLUK				
Assistant(s)	Lect. Aybars Bora KAHYAOĞLU				
Aim	This course aims to develop professional evolution for ad film production and management in media				
Course Content	This course contains; Information for the process of ad film production and management,Creation process of creative strategy in commercial,Advertising aesthetic,The process of ad film production,The purpose and content of the commercials,Budget planning in commercia,Preparatory stage in commercial,Analyzing commercial practices in the world and Turkey,Ethics in commercials,Student Presentations,Student Presentations,Student Presentations,Student Presentations,Student Presentations.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Design commercials and management projects			10, 16, 6, 9	E, F	
Comprehend the importance of aesthetics in commercials			10, 16, 6, 9	E, F	
Have knowledge about the advertising budget.			10, 11, 6, 9	F, G	
Comprehends the modern techniques of commercial production			10, 16, 6, 9	H	
Understands modern topics in commercial film.			10, 11, 16, 6, 9	F, H	
Teaching Methods	10: Discussion Method, 11: Demonstration Method, 16: Question - Answer Technique, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	E: Homework, F: Project Task, G: Quiz, H: Performance Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Information for the process of ad film production and management	Examination of online resources.			
2	Creation process of creative strategy in commercial	Examination of online resources.			
3	Advertising aesthetic	Examination of online resources			
4	The process of ad film production	Examination of online resources			
5	The purpose and content of the commercials	Examination of online resources			
6	Budget planning in commercia	Examination of online resources			
7	Preparatory stage in commercial	Examination of online resources			
8	Analyzing commercial practices in the world and Turkey	Examination of online resources			
9	Ethics in commercials	Examination of online resources			
10	Student Presentations	Preparation of the presentations			
11	Student Presentations	Preparation of the presentations			
12	Student Presentations	Preparation of the presentations			
13	Student Presentations	Preparation of the presentations			
14	Student Presentations	Preparation of the presentations			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
<ol style="list-style-type: none"> [Adweek](https://www.adweek.com/) [Ad Age](https://adage.com/) [HubSpot Academy - Video Marketing Course](https://academy.hubspot.com/courses/video-marketing) [Vimeo Video School](https://vimeo.com/blog/category/video-school) [Creativity Online](https://www.creativity-online.com/) [YouTube Creators - Advertising](https://www.youtube.com/creators/ads) [American Advertising Federation (AAF) - Insights](https://www.aaf.org/) [The One Club for Creativity](https://www.oneclub.org/) [Production Hub - Filmmaking](https://www.productionhub.com/) [Clio Awards](https://clios.com/)