

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

**2023 - 2024 Academic Year**

**ADVERTISING COPYWRITING**

**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>
ADVERTISING COPYWRITING	PR3110506	Fall 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>	Required				
<b>Course Coordinator</b>	Assoc.Prof. Bilge KARAMEHMET ALTUNTAŞ				
<b>Name of Lecturer(s)</b>	Assoc.Prof. Bilge KARAMEHMET ALTUNTAŞ				
<b>Assistant(s)</b>	Assoc. Prof. Dr. Bilge KARAMEHMET ALTUNTAŞ				
<b>Aim</b>	The aim of this course is to convey the importance of creativity and its usage in advertising, to teach the basic principles of finding the idea by using the thoughts effectively and to apply the idea into advertising text according to the media to be used				
<b>Course Content</b>	This course contains; Meeting, general introduction to the course and sharing of course syllabus ,Creativity, Advertising, Copywriting Concepts ,Copywriters from past to present, from outside and from us. Development of the profession. ,The role advertising plays in the overall marketing communication. ,How the copywriter reads the brief, brief examples and analysis. ,Creative idea development - Brainstorming ,Persuasion Principles in advertising,Persuasion Principles in advertising- student presentations,Persuasion Principles in advertising- student presentations,Persuasion Principles in advertising- student presentations,Persuasion Principles in advertising- student presentations,Digital campaign writing II- Student Presentations,Persuasion Principles in advertising- student presentations.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
5.Design ads for different advertising channels, different audiences and different products.			16, 9	A, E	
1. Comprehend the fundamentals of advertising			10, 6, 9	A, E, F	
2. Explain the characteristics of advertising			14, 16, 9	A, E	
3. Create an advertising a particular brand			16, 6, 9	A, F	
4. Learn the techniques of writing text for different advertising media.			16, 9	A, E	
6. Develop skills in the field of creative writing			16, 9	A, E	
<b>Teaching Methods</b>	10: Discussion Method, 14: Self Study Method, 16: Question - Answer Technique, 6: Experiential Learning, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, E: Homework, F: Project Task				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Meeting, general introduction to the course and sharing of course syllabus	Related reading			
2	Creativity, Advertising, Copywriting Concepts	Related reading			
3	Copywriters from past to present, from outside and from us. Development of the profession.	Related reading			
4	The role advertising plays in the overall marketing communication.	Related reading			
5	How the copywriter reads the brief, brief examples and analysis.	Related reading			
6	Creative idea development - Brainstorming	Related reading			
7	Persuasion Principles in advertising	Related reading			
8	Persuasion Principles in advertising- student presentations	Related reading			
9	Persuasion Principles in advertising- student presentations	Related reading			
10	Persuasion Principles in advertising- student presentations	Related reading			
11	Persuasion Principles in advertising- student presentations	Related reading			
12	Persuasion Principles in advertising- student presentations	Related reading			
13	Digital campaign writing II- Student Presentations	Related reading			
14	Persuasion Principles in advertising- student presentations	Related reading			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>
1- Reklam Kuşakları- 1940'dan Günümüze Reklamcılık / Reklamcılık Vakfı yayınları 2- Hollywood Daha Beyaz Yıkar- Jacques Seguela / Afa yayınları 3- Masallar ve Gerçeklerle Reklamcılık- John Philip Jones / Media Cat Yayınları 4- Bir Koca Hayat- Mary Wells Lawrence / MediaCat yayınları 5. Jim Avery, Kampanya Planlaması, Reklamcılık Vakfı Yayınları Müge Elden, Reklam Yazarlığı, İletişim Yayınları