

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

ADVERTISING COPYWRITING

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
ADVERTISING COPYWRITING	HR3173660	Fall Semester	2+1	2,5	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assoc.Prof. Bilge KARAMEHMET ALTUNTAŞ				
Name of Lecturer(s)	Assoc.Prof. Bilge KARAMEHMET ALTUNTAŞ				
Assistant(s)	Assoc. Prof. Dr. Bilge KARAMEHMET ALTUNTAŞ				
Aim	The aim of this course is to make the idea effective, to find the idea of advertising and to make the idea suitable, to teach advertising writing techniques.				
Course Content	This course contains; Meet, what is advertising, what is a copywriting, who is the author of the ad?,Advertising writers from yesterday to today, from outside and from us. Development of profession.,It is possible to read by writing advertising, correct use of Turkish., Advertising author how to read the brifi, brid types and analysis.,Copywriter, poetry and literature.,Advertising film writing, scenario techniques., Copywriter and cinema., Ad production according to the media.,Differences between commercial media and digital media.,What is the current ad?,He played the marketing of advertising., Radio, advertisement and film writing I- Student Presentations.,Digital Campaign Writing II- Student Presentations.,Advertising campaign writing III- Student Presentations..				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
5.Plan an advertising writing process.			16, 9	A, F	
1. Learn the techniques of writing text for different advertising media.			14, 16, 19, 4, 9	A, E	
2. Create ads for different advertising channels, different audiences and different products.			16, 9	A	
3. Develop skills in the field of creative writing			16, 9	A, E	
4. Apply the process of advertising writing in advertising agencies.			16, 9	A, E	
Teaching Methods	14: Self Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 4: Inquiry-Based Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Meet, what is advertising, what is a copywriting, who is the author of the ad?	Related reading			
2	Advertising writers from yesterday to today, from outside and from us. Development of profession.	Related reading			
3	It is possible to read by writing advertising, correct use of Turkish.	Related reading			
4	Advertising author how to read the brifi, brid types and analysis.	Related reading			
5	Copywriter, poetry and literature.	Related reading			
6	Advertising film writing, scenario techniques.	Related reading			
7	Copywriter and cinema.	Related reading			
8	Ad production according to the media.	Related reading			
9	Differences between commercial media and digital media.	Related reading			
10	What is the current ad?	Related reading			
11	He played the marketing of advertising.	Related reading			
12	Radio, advertisement and film writing I- Student Presentations.	Related reading			
13	Digital Campaign Writing II- Student Presentations.	Related reading			
14	Advertising campaign writing III- Student Presentations.	Related reading			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
1- Dan and Chip Heath, Made to stick, Why some ideas survive and others die 2- Joseph Sugarman, The Adweek Copywriting HandbookJohn Caples, Tested Advertising Methods (5th Edition) (Prentice Hall Business Classics) 5th Edition