

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
COMMERCIAL FILM MARKING and MANAGEMENT	HR3273780	Spring Semester	1+2	2	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assoc.Prof. İhsan EKEN				
Name of Lecturer(s)	Assoc.Prof. İhsan EKEN				
Assistant(s)					
Aim	Course Objective Mainly, it is aimed 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 ad film ,Advertising aesthetic,The process of ad film production,The purpose and content of the commercials,Budget planning in commercial,Preparatory stage in advertising,Analyzing commercial practices in the world and Turkey,Ethics in commercials,Student's Presentations,Student's presentations,Student's presentations,Student's presentations,Student's presentations.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Design commercials projects			10, 16, 9	E, F, H	
Comprehend the importance of aesthetics in commercials			6	E, F, H	
Edit Commercial video			9	F, H	
Gains an ability to control quality of commercial films.			16, 9	F	
Controls the distribution of roles in the processes of commercial production.			16, 9	E, F, H	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	E: Homework, F: Project Task, H: Performance Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Information for the process of ad film production and management	Online research. Sample commercials are prepared.			
2	Creation process of creative strategy in ad film	Online research. Reviewing sample commercials .			
3	Advertising aesthetic	Online research. Reviewing sample commercials .			
4	The process of ad film production	Online research. Reviewing sample commercials .			
5	The purpose and content of the commercials	Online research. Reviewing sample commercials .			
6	Budget planning in commercial	Online research. Reviewing sample commercials .			
7	Preparatory stage in advertising	Online research. Reviewing sample commercials .			
8	Analyzing commercial practices in the world and Turkey	Online research. Reviewing sample commercials .			
9	Ethics in commercials	Online research. Reviewing sample commercials .			
10	Student's Presentations	Preperation for presentations.			
11	Student's presentations	Preperation for presentations.			
12	Student's presentations	Preperation for presentations.			
13	Student's presentations	Preperation for presentations.			
14	Student's presentations	Preperation for presentations.			
Evaluation Methods			Weight(%)		
Midterm Exam			40		
General Exam			60		

Resources
The instructor's lecture note 1. [Adweek](https://www.adweek.com/) 2. [Ad Age](https://adage.com/) 3. [HubSpot Academy - Video Marketing Course](https://academy.hubspot.com/courses/video-marketing) 4. [Vimeo Video School](https://vimeo.com/blog/category/video-school) 5. [Creativity Online](https://www.creativity-online.com/) 6. [YouTube Creators - Advertising](https://www.youtube.com/creators/ads) 7. [American Advertising Federation (AAF) - Insights](https://www.aaf.org/) 8. [The One Club for Creativity](https://www.oneclub.org/) 9. [Production Hub - Filmmaking](https://www.productionhub.com/) 10. [Clio Awards](https://clios.com/)