

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

ADVERTISING WORKSHOP

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
ADVERTISING WORKSHOP	PR321.0521	Spring Semester	2+1	2,5	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Prof.Dr. Ayşen AKYÜZ				
Name of Lecturer(s)	Prof.Dr. Ayşen AKYÜZ				
Assistant(s)	Assoc. Prof. Dr. Bilge KARAMEHMET ALTUNTAŞ				
Aim	The aim of this course is that students make their own advertising portfolios.				
Course Content	This course contains; Writing Advertising Copy For Print Media, Writing Advertising Copy For Broadcast Media, Writing Advertising Copy For Social Media, Storyboard I, Storyboard II, Advertising Portfolio , Advertising Portfolio Examples, Advertising Portfolio Examples, Advertising Fonts, Advertising Campaign, Successful and Effective Advertising Campaigns, Campaign Presentations, Campaign Presentations, General Evaluation.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Explore the fundamentals of advertising.			5, 6, 8	A, E, F	
2. Explain the characteristics of advertising.			10, 6, 8	E	
3. Explain the creative approaches to advertising			10, 6, 9	F	
4. Evaluate the production stages of advertising			16, 6, 9	A	
5. Analyze a commercial from start to finish.			10, 16, 9	A, E	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 5: Cooperative Learning, 6: Experiential Learning, 8: Flipped Classroom Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Writing Advertising Copy For Print Media	Related reading			
2	Writing Advertising Copy For Broadcast Media	Related reading			
3	Writing Advertising Copy For Social Media	Related reading			
4	Storyboard I	Related reading			
5	Storyboard II	Related reading			
6	Advertising Portfolio	Related reading			
7	Advertising Portfolio Examples	Related reading			
8	Advertising Portfolio Examples	Related reading			
9	Advertising Fonts	Related reading			
10	Advertising Campaign	Related reading			
11	Successful and Effective Advertising Campaigns	Related reading			
12	Campaign Presentations	Related reading			
13	Campaign Presentations	Related reading			
14	General Evaluation	Related reading			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Lecture notes Pete Barry, The Advertising Concept Book, 3rd Edition Ogilvy on Advertising by David Ogilvy, Vintage; First Edition (March 12, 1985)