Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP409	Creative Communication Campaigns Design	7	4	0	0	4	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	This course aims to enable students to design communication campaigns grounded in research, developed around an original creative concept, and supported by a coherent strategy. Students are expected to translate situational, organisational, and target audience analyses into campaign decisions, establish clear relationships between goals, objectives, strategies, and tactics, and develop creative content and campaign materials. The course also aims to equip students with the skills to assess campaign feasibility in terms of resources, budget, scheduling, and communication channels, and to develop an evaluation plan for measuring campaign success. Throughout this process, students strengthen their creative thinking, teamwork, critical evaluation, and project presentation skills.
Content	This course examines the research, planning, implementation design, and evaluation stages of creative communication campaigns through theoretical and practical work. Topics include situational analysis, organisational analysis, target audience research, audience insight development, creative ideation, campaign goals and objectives, and the development of strategies and tactics. Working in teams, students develop campaign projects that address creative content production, message development, media selection, budgeting, scheduling, feasibility, and evaluation criteria. Campaign case studies and guest sessions with industry professionals provide opportunities to discuss the strategic rationale behind creative decisions. The use of artificial intelligence in creative processes is examined in relation to source verification, originality, content quality, and transparent disclosure.
References	• Ronald D. Smith — Strategic Planning for Public Relations. Routledge. • Anne Gregory — Planning and Managing Public Relations Campaigns. Kogan Page. • Luke Sullivan — Hey, Whipple, Squeeze This. Wiley. • David Ogilvy — Ogilvy on Advertising. Vintage. • Philip Kotler and Kevin Lane Keller — Marketing Management. Pearson. • Effie Türkiye case study archive and award-winning campaign reports.

Theory Topics

Week	Weekly Contents
1	Course Overview, Introduction to Creative Communication Campaign Design, and Semester Project Briefing
2	Strategic Communication, Campaign Research, and Situational Analysis; Campaign Case Studies
3	Organisational and Target Audience Analysis; Developing Insights from Research Findings
4	Campaign Planning: Defining Goals and Objectives and Connecting Creative Concepts with Strategy
5	Guest Expert Session: Creativity in Communication Campaigns I — Audience Insights, Creative Briefs, and Idea Development
6	Guest Expert Session: Creativity in Communication Campaigns II — Production, Media Selection, and Implementation Constraints
7	Campaign Strategies and Tactics; Midterm Project Presentations
8	Midterm Assessment and Submission of Campaign Planning Reports
9	Designing Campaign Executions: Creative Content and Material Development
10	Campaign Feasibility: Resource Planning, Scheduling, Budgeting, and Integration

Week	Weekly Contents
11	Campaign Evaluation: Success Indicators, Hypothetical Evaluation, and Simulation-Based Analysis
12	Final Campaign Presentations
13	Final Campaign Presentations
14	Final Campaign Presentations