

## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM316	Creativity in Publicity	6	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	<p>To examine the basic concepts such as consumption, pleasure, time, morality and responsibility, desire, happiness, language, art, human labor, justice from a philosophical perspective.</p> <p>By making short references to marketing history; to grasp the emergence conditions of leading brands in the automobile, soap, and pharmaceutical industries.</p> <p>To look at the relationships between advertising, marketing, and creative thinking. To demonstrate how companies can create permanent brands with their creative marketing and advertising ideas.</p> <p>To remind the creative brain, creative thinking, techniques, and rules.</p> <p>Emphasizing new marketing communication techniques while discussing digital transformation. To discuss the new dimensions of mass communication and where marketing can evolve in the 21st century.</p>
Content	In this course, concepts and practices in the fields of marketing, creativity, advertising, and digital communication will be handled through successful/unsuccessful examples.
References	<p>David Ogilvy , Confession of an Advertising Man (2nd Ed.) , 2011 , Southbank publishing.</p> <p>Jim Aitchison , Basın İlanı Böyle Yapılır , Okuyan Us yayınları, 2006.</p> <p>Robert Heath, Bilinçaltımdaki Reklamlar , Mediacat kitapları , 2013.</p> <p>Thierry Maillet , Le marketing et son Histoire , Pocket, 2011.</p> <p>Jean Marie Dru , La publicité Autrement, Gallimard, 2007.</p> <p>Dominique Cardon , A Quoi Rêvent les Algorithmes, Seuil, 2015.</p> <p>John Hegarty , Hegarty on Advertising ,Thames &amp; Hudson, 2017.</p>

## Theory Topics

Week	Weekly Contents
1	Marketing and advertising: Brands, theory, history
2	How can we write creative brief? Recognize and understand consumer and consumer insight
3	Creative thinking. Techniques and rules
4	Creativity in advertising
5	Creative dreams and market reality
6	What will a creative director talk about?
7	Digital world and new channels
8	Digital communication and new parameters
9	Consumer attention and interactivity
10	Ethic, control, self-control
11	Can a brand be created by advertising?
12	Successful examples of advertising campaigns and creativity
13	Measuring effectiveness of advertising
14	Oral presentation's techniques