

**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 , 2011 South Bank publishing ( 1963'te yapılmış birinci baskının yazar tarafından revize edilmiş hali).</p> <p>-Marcel Bleustein -Blanchet , İkna Hırsı , Bir Fransız reklamcının anıları , çev: Cüneyt Akalın ,Yorum Ajans yayınları ,1995.</p> <p>-Jim Aitchison , Basın İlanı Böyle Yapılır , çev: Serkan Balak, Okuyan Us yayınları, 2006.</p> <p>-Pat Fallon, Fred Senn , Portakalı Sıkma, çev: Ümit Şensoy , Optimist yayınları , 2007.</p> <p>-Robert Heath , Bilinçaltımdaki Reklamlar , reklamlar bizi nasıl etkiler? Çev: Emrah Bilge, MediaCat kitapları , 2013.</p> <p>-How To Be More Creative , David Edwards ,Occasional Productions,1996.</p> <p>-Claude Hopkins , Reklamcılık Yaşamım &amp; Bilimsel Reklamcılık , Yapı Kredi yayınları ,1996.</p> <p>-Al Ries , Jack Trout , Marketing Warfare, 20.th Anniversary edition , McGraw-Hill ,2006.</p> <p>-Gilles Lipovetsky , Le Bonheur Paradoxal , Gallimard, col: Folio essais,2006.</p> <p>-Thierry Maillet , Le Marketing et son histoire , ou le mythe de sisyphé réinventé , Pocket,2010.</p> <p>- Jean Marie Dru , La publicité autrement, Gallimard, Le Débat , 2007.</p> <p>- Richard Susskind , Daniel Susskind, The future of the professions , How technology will transform the work of human experts , Oxford University Press 2015.</p> <p>- Dominique Cardon , A quoi revent les algorithmes ,Nos vies a l'heure des big data , Seuil , République des idées, 2015</p> <p>- Philippe Jourdan , Valérie Jourdan , Jean-Claude Pacitto Le Marketing de la Grenouille , Nouvelle strategies des marques pour nouveaux consommateurs , Editions Kawa 2017.</p> <p>- Giles Lipovetsky, Plaire et Toucher , essai sur la société de seduction , Gallimard 2017.</p> <p>- Jean-Marie Dru, NEW, 15 approches disruptives de l'innovation, Pearson, 2016.</p> <p>- John Hegarty , Hegarty On Advertising , Thames &amp;Hudson 2017, Turning intelligence into magic.</p> <p>- Celil Oker , Genç Yazarlar için hikaye Anlatıcılığı Kılavuzu , Altın Kitaplar 2018 . Biraz farklı sulara açılmak için:</p> <p>- Walter Benjamin, Sur le Concept de l'Histoire, Petite Bibliothèque de Payot,2013.</p> <p>-Karl Jaspers , La Culpabilité Allemande , Les Éditions de Minuit , col: arguments, 1990.</p> <p>Max Horkheimer – Theodor W.Adorno , La Dialectique de la Raison , fragments philosophiques, ilk baskı 1944 NewYork , 1974 pour la traduction Française , Gallimard , 1974.</p> <p>- Le Temps des Magiciens , 1919 -1929 l'invention de la pensée moderne , Wolfram Ellenberger , 2019.</p> <p>-Benjamin,Barthes ve Fotoğrafın Tekilliği , Kathrin Yacavone ,çev: Simber Atay ve MelihTumen ,Hayalperest Yayınları 2015.</p> <p>-Michel Bourse , Halime Yücel, İletişim Bilimlerinin Serüveni , Ayrıntı yayınları, Schola Ayrıntı dizisi, 2012.</p> <p>-Richard Appignanesi, Chris Garratt, Post-Modernism İcon Books Limited, 2013</p> <p>-Catherine Dedieu, Christine Removille , Métamorphoses du Marketing , Economica , 2012.</p> <p>-Philip Kotler , Marketing 4.0 , Le Passage au Digital , De Boeck supérieure , 2017</p> <p>-Atilla Aksoy , Yeni Reklamcılık , İstanbul Bilgi Üniversitesi yayınları,2005.</p> <p>-Guilano da Empoli, Les Ingénieurs du Chaos , Ed. JCLattés, 2019.</p> <p>-Anti bible du marketing et du management , 30 principes fondamentaux a l'épreuve des faits, Paul Millier , Pearson Education , France , 2007</p> <p>- Gerald Bronner , Apocalypse cognitive , PUF , 2021</p> <p>- Jean Marc Bally , Xavier Desmaison , Comment la Silicone Valley a gagné la guerre de marketing , Harmann , 2020</p> <p>-Cynthia Fleury, Les irremplaçables, essais folio, Gallimard,2015</p>
------------	---

## Theory Topics

Week	Weekly Contents
------	-----------------