

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM410	Copywriting	8	2	0	0	2	3
Prerequisites							
Admission Requirements							
Language of Instruction		Turkish					
Course Type		Elective					
Course Level		Bachelor Degree					
Objective		The aim of this course is to develop creative thinking, to reinforce the theoretical infrastructure of the techniques used in writing advertising texts and to apply them with practical works.					
Content		The structure of the advertising agency and the role of the author in this structure, creative process, finding ideas and writing ad text, understanding the features and possibilities of advertisements used in the advertisement, writing appropriate ad texts, creating the integrity of visuals, designs and texts will be covered.					
References		<p>Bowdery, Rob. (2008). Copywriting. Bloomsbury Publishing. Lausanne</p> <p>Elden, Müge. (2009). Reklam Yazarlığı. İletişim. İstanbul.</p> <p>Jones, John Philip (ed). (1999). The advertising business: operations, creativity, media planning, integrated communications. Thousand Oaks, Calif.: Sage Publications.</p> <p>Klebba, Joanne M. Pamela Tierney. (1995). "Advertising Creativity". Journal of Current Issues and Research in Advertising. 17(2), 3352</p> <p>Sugarman, Joseph. (2016). Reklam Yazarının Elkitabı. Mediacat. İstanbul.</p>					

Theory Topics

Week	Weekly Contents
1	Agency creative process, creative strategy and brief
2	Creativity and creativity theories in advertising - I
3	Creativity and creativity theories in advertising - II
4	Techniques for finding creative ideas - I
5	Techniques for finding creative ideas - II
6	Advertising writing in traditional media - I
7	Advertising writing in traditional media - II
8	Midterm
9	Case Studies
10	Digital Copywriting - I
11	Digital Copywriting - II
12	Case Studies
13	Presentations
14	Presentations