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

Theory Topics

Week	Weekly Contents