

## Content

| 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. |             |          |        |          |     |        |      |
| Bowdery, Rob. (2008). Copywriting. Bloomsbury Publishing. Lausanne   |             |          |        |          |     |        |      |
| Elden, Müge. (2009). Reklam Yazarlığı. İletişim. İstanbul.   |             |          |        |          |     |        |      |
| Jones, John Philip (ed). (1999). The advertising business: operations, creativity, media planning, integrated communications. Thousand Oaks, Calif: Sage Publications.   |             |          |        |          |     |        |      |
| Klebba, Joanne M. Pamela Tierney. (1995). "Advertising Creativity". Journal of Current Issues and Research in Advertising. 17(2), 3352   |             |          |        |          |     |        |      |
| Sugarman, Joseph. (2016). Reklam Yazarının Elkitabı. Mediacat. İstanbul.   |             |          |        |          |     |        |      |
| References   |             |          |        |          |     |        |      |

## 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  |