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	Explaining the relationship between marketing and marketing communication Explaining creativity concept in marketing Studying examples in order to understand how does creative ideas and creative firms makes out permanent brands Emphasizing constructive mind, creative idea, creative techniques and rules Explaining new marketing communications techniques while referring digital revolution Indicating new mass communication's perspectives Discussing marketing's next steps at 21. Century
Content	Comprehend advertising and marketing relations within historical development. global and local (Turkey) developments of marketing and advertising. creative thinking. the future of digital society and marketing world, business' success is depending on creative but at same tine feasible ideas.
References	"Basın ilanı böyle yapılır" Jim Aitchison , Okuyan Us yay.2005 "How to be more creative' David D.Edwards, OP book 1979 "İconoclast" Gregory Berns, Harward Business Press,2008 "La marque post-publicitaire" Jean François Variot,Ed. Village 2005 "La publicite autrement" Jean-Marie Dru,Gallimard ,2007

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

Week	Weekly Contents
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

Week	Weekly Contents
11	
12	
13	
14	