

ADVERTISING WRITING

1	Course Title:	ADVERTISING WRITING	
2	Course Code:	PZRS028	
3	Type of Course:	Optional	
4	Level of Course:	Short Cycle	
5	Year of Study:	2	
6	Semester:	3	
7	ECTS Credits Allocated:	3.00	
8	Theoretical (hour/week):	1.00	
9	Practice (hour/week):	2.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	None	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Öğr. Gör. FATİH BİLİCİ	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	bilici@uludag.edu.tr Tel:(0224)6133102/61533	
17	Website:		
18	Objective of the Course:	Teaching the basics of copywriting and to practice the writing of advertising copies.	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	Being able to comprehend the task of the scripter within the Advertising Agency structure
		2	Being able to create advertisement scripts conforming to mass communication tools
		3	Being able to comprehend the techniques of the scripter
		4	Being able to comprehend and apply the importance of the heading in an advertisement script
		5	Being able to create slogans
		6	Being able to create scenarios
		7	Being able to comprehend and apply the harmony of jingles and advertisement script
		8	Being able to comprehend efficient communication processes required for the advertisement script
		9	
		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	Effective Communication and Writing Process		
2	Advertising and Creative Strategies		
3	Target Audience in Advertising		
4	Copywriting in Printed Advertising Media: Newspapers and Magazines		

5	Copywriting in Print Ad Media: Direct Mailing and Flyer	
6	Copywriting in Print Ad Media: Sales Place Advertising	
7	Copywriting in Broadcast-Based Advertising Media: Radio	
8	Copywriting in Broadcast-Based Advertising Media: Television	
9	Copywriting in Broadcast-Based Advertising Media: Cinema	
10	Copywriting in Outdoor and Transit Advertising	
11	Corporate Advertising Practices	
12	Internet Advertising	
13	Copywriting in Global Advertising	
14	Current Developments in Copywriting	

22	Textbooks, References and/or Other Materials:	<p>Satan Reklam Yaratmak – Luke Sullivan, Sam Bennett, Mediat</p> <p>Reklamarkası – Ender Merter, Mediat</p> <p>İyi Fikirler Büyük Kampanyalar: Yeni Medya ve Pazarlama Çağında Reklam Yazarlığı – Teressa Iezzi, Mediat</p> <p>Reklam Yazarının Elkitabı – Joseph Sugarman , Mediat</p>
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Activites		Number	Duration (hour)	Total Work Load (hour)
Midterm Exam	1	40.00	1.00	14.00
Practicals/Labs		14	2.00	28.00
Home work project	0	0.00	2.00	28.00
Self study and preperation				
Homeworks		0	0.00	0.00
Total Projects	2	100.00	0.00	0.00
Field Studies		0	0.00	0.00
Midterm exams		1	7.00	7.00
Others		0	0.00	0.00
Total Final Exams		100.00	14.00	14.00
Total Work Load				98.00
Course Total work load/ 30 hr				3.03
24. ECTS /WORK LOAD TABLE				
ECTS Credit of the Course				3.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	4	4	3	3	4	4	3	4	5	4	4	4	0	0	0	0
ÖK2	4	4	3	3	4	4	4	4	4	4	4	4	0	0	0	0
ÖK3	4	4	3	3	4	4	4	4	4	4	4	4	0	0	0	0
ÖK4	4	4	4	4	5	5	3	3	5	5	4	4	0	0	0	0

ÖK5	3	4	3	3	4	4	4	3	5	4	5	5	0	0	0	0
ÖK6	3	5	4	3	5	4	4	4	4	4	5	4	0	0	0	0
ÖK7	3	4	4	3	5	3	3	4	5	4	4	5	0	0	0	0
ÖK8	4	4	3	4	4	3	3	4	5	5	5	5	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low		2 low		3 Medium		4 High		5 Very High							