

ADVERTISING TEXT WRITING

1	Course Title:	ADVERTISING TEXT WRITING	
2	Course Code:	GSY2116	
3	Type of Course:	Optional	
4	Level of Course:	First Cycle	
5	Year of Study:	2	
6	Semester:	4	
7	ECTS Credits Allocated:	3.00	
8	Theoretical (hour/week):	1.00	
9	Practice (hour/week):	1.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	none	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Doç. Dr. MİNE ARTU MUTLUGÜN	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	Doç.Dr. Mine ARTU MUTLUGÜN	
17	Website:		
18	Objective of the Course:	The aim of the course is to equip students with the skills required for the profession of Advertising writing. At the end of the semester, all students are expected to complete all the stages of an original radio play and write it.	
19	Contribution of the Course to Professional Development:	The aim of the course is to equip students with the skills required for the profession of. At the end of the semester, all students are expected to complete all the stages of an original radio play and write it.	
20	Learning Outcomes:		
		1	Knows the history of radio broadcasting in Turkey and the World
		2	Knows the differences between advertising and scenario
		3	Has command of the formal issues in advertising writing
		4	Can grasp the technical problems of advertising text
		5	Can write a advertising text
		6	Can interpret advertising text
		7	Can comment on Advertising
		8	
		9	
		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	Definition of Radio Play		
2	History of Radio Play		

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