	ADVI	ERTIS	ING 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. Dr. FATİH BİLİCİ							
15	Course Lecturers:	MYO'ların Yönetim Kurullarının Görevlendirdiği Öğretim Elemanları							
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:	Providing the necessary knowledge and skills for students who are considering working in the field of advertising or an advertising agency.							
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 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		Current examples						
3	Target Audience in Advertising		Current examples						

4	Copywriting in Printed Advertising Months Newspapers and Magazines	edia:	С	Current examples							
5	Copywriting in Print Ad Media: Direct and Flyer	Mailing	С	Current examples							
6	Copywriting in Print Ad Media: Sales Advertising	Place	С	urrent examples							
7	Copywriting in Broadcast-Based Adv Media: Radio	ertising	С	urrent examples							
8	Copywriting in Broadcast-Based Adv Media: Television	ertising	С	Current examples							
9	Copywriting in Broadcast-Based Adv Media: Cinema	ertising	С	Current examples							
10	Copywriting in Outdoor and Transit Advertising		С	Current examples							
11	Corporate Advertising Practices		С	Current examples							
12	Internet Advertising		С	Current examples							
13	Copywriting in Global Advertising		С	urrent examples							
14	Current Developments in Copywriting	С	urrent examples								
				·							
22	Textbooks, References and/or Other Materials:	Satan Reklam Yaratmak – Luke Sullivan, Sam Bennett, Medicat									
			Reklamarkası – Ender Merter, Medicat								
		İyi Fikirler Büyük Kampanyalar: Yeni Medya ve Pazarlama Cağında Reklam Yazarlığı – Teressa lezzi. Medicat									
Activites				Number	Duration (hour) Total Worl Load (hou						
TEBMe	LEARNING ACTIVITIES	NUMBE	W	E IGHT	1.00	14.00					
Practic	als/Labs			14	2.00	28.00					
Self stu	udy and preperation	0	0	d∂	2.00 28.00						
Homew				0	0.00	0.00					
Project Final F	Sam Sam	1	6	000	0.00	0.00					
Field Studies				0	0.00	0.00					
Midterm exams Contribution of Term (Year) Learning Activities to				100	7.00	7.00					
Others		25 10	14	0	0.00	0.00					
Final	XANS of Final Exam to Success Grade	2	6	0.00	14.00	14.00					
	Vork Load	,	10			91.00					
Total w	vork load/ 30 hr					3.03					
Меаси	rement and Evaluation Techniques Us Credit of the Course	ed in the	easurment and evalua	tion is carried out a	3.00						
			ΙU	Undergraduate Education Regulation.							
24	ECTS / WORK LOAD TABLE		•								
25 CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME											

CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME **QUALIFICATIONS** PQ1 PQ2 PQ3 PQ4 PQ5 PQ6 PQ7 PQ8 PQ9 PQ1 PQ11 PQ12 PQ1 PQ14 PQ15 PQ16 ÖK1 ÖK2 ÖK3

Contrib 1 very low ution Level:			2 low		3 Mediun			4 High			5 Very High					
LO: Learning Objectives PQ: Program Qualifications																
ÖK8	1	2	0	2	5	4	5	5	5	0	0	0	0	0	0	0
ÖK7	0	0	0	0	0	4	5	0	0	0	0	0	0	0	0	0
ÖK6	0	0	0	0	0	4	4	0	0	0	0	0	0	0	0	0
ÖK5	0	0	0	0	0	4	4	0	0	0	0	0	0	0	0	0
ÖK4	0	5	0	0	0	4	4	0	0	0	0	0	0	0	0	0