

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. 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 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	Current examples	
2	Advertising and Creative Strategies	Current examples	
3	Target Audience in Advertising	Current examples	

ÖK4	0	5	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
ÖK6	0	0	0	0	0	4	4	0	0	0	0	0	0	0	0	0
ÖK7	0	0	0	0	0	4	5	0	0	0	0	0	0	0	0	0
ÖK8	1	2	0	2	5	4	5	5	5	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			