Course Syllabus

Code - Course Title	**YMİ312 - Creative Communication Strategies**
Course Type	VI. SEMESTER
Laboratory + Practice	3+0
ECTS	**4.5**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. MURAT ATAİZİ

Mode of Delivery	Face-to-face
Prerequisites	There are no prerequisites or corequisites for this course.
Recommended Resources	Fogler, H.S.and LeBlanc, S.E. (1995). Strategies for Creative Problem Solving. Anglewood Cliffs, NJ 07632. Jonassen, D. H. (2004). Learning to Solve Problems. Pfeiffer, San Francisco, Ca. Sternberg, R. J. (1999) (Ed.) Handbook of Creativity. Cambridge University Press. Cambridge UK.

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to the Course and Key Concepts	
Week - 2		Creativity and Strategic Communication: Conceptual Framework	
Week - 3		The Role and Importance of Creativity in Communication	
Week - 4		Psychological and Cognitive Foundations of Creativity	
Week - 5		The Relationship Between Creativity and Audience Analysis	
Week - 6		Creative Message Design and Meaning Construction	
Week - 7		Creativity in Communication	
Week - 8		Creative Communication Across Media and Platforms	
Week - 9		Creativity and Communication in Cultural Contexts	
Week - 10		Creative Thinking and Problem-Solving Approaches	
Week - 11		Techniques for Generating Creative Ideas	
Week - 12		Evaluation and Selection of Generated Ideas	
Week - 13		Case Studies of Successful Creative Campaigns and Messages	
Week - 14		General Evaluation and Final Discussion	

Learning Outcomes

#	Learning Outcome
1	Ability to analyze the key concepts of creative communication strategies
2	Skill in developing creative messages and content
3	Effective use of digital media tools in creative communication
4	Developing strategic thinking and creative problem-solving skills
5	Developing innovative solutions through creative thinking techniques
6	Developing creative communication strategies in different cultural and social contexts

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.