Course Syllabus

Code - Course Title	**MAİ208U -**
Course Type	VIII. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. RASİME AYHAN YILMAZ

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Recommended Resources	The textbook indicated below is the main required reading material in this course. However, learners may use some other materials, such as resources on the Internet, related to the topics covered in the required text. Yılmaz, Rasime Ayhan (ed) (2013). Reklamda Yaratıcılık ve Yazarlık. Anadolu Üniversitesi Yayınları, No: 3096
Work Placement	No work placement is required.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Advertising Copy Writing and Creativity	
Week - 2		Creative Strategy	
Week - 3		Creative Idea	
Week - 4		Come up with Creative Ideas	
Week - 5		Visual Metaphor	
Week - 6		Verbal Metaphor	
Week - 7		Final Exam	
Week - 8		Copywriting for Print Media	
Week - 9		Copy Writing for Visual Media	
Week - 10		Audio Copywriting	
Week - 11		Copy Writing for Digital Media	
Week - 12		Online Advertising	
Week - 13		Presenting Creative Work	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	At the end of this course, the student; Will be able to define advertising creativity and writing. Will be able to have the knowledge and skills to discuss the ways of presenting the creative idea.
2	Will be able to define the creative idea and list the stages of finding the creative idea.
3	Will be able to execute creative strategy and creative tactics
4	Will be able to design advertising copy for different media.
5	Will be able to define visual and verbal metaphors.
6	Will be able to have the knowledge and skills to discuss the presentation styles of creative ideas.
7	Qill be able to copywrite advertisements for audio-visual media
8	will be able to copywrite for digital advertising

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**