

Gastronomy and Culinary Arts			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	HIR019		
Course Name:	Creativity in Advertising		
Semester:	Spring		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	Turkish		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div>Bachelor</div> <div>TR-NQF-HE:6. Master`s Degree</div> <div>QF-EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree</div>		
Mode of Delivery:	Face to face		
Course Coordinator:	Araş. Gör. AZİZ ARSLAN		
Course Lecturer(s):	Dr. Nezahat İşbilir Yüceışık		
Course Assistants:			

Course Objective and Content

Course Objectives:	In line with the briefs to be given, the aim is to enable students to transform the theoretical knowledge they have acquired about advertising into practice, to produce and implement creative advertising ideas for different media.
Course Content:	Within the scope of the course, concepts and theories related to advertising strategies and management, creative advertising campaign preparation process and advertising campaign

management are covered. Along with sample applications, students are provided to transform their theoretical knowledge into practice. The theoretically transferred information within the scope of the course is analyzed and discussed through advertising applications.

Learning Outcomes

The students who have succeeded in this course;

- 1) Have all the knowledge, skills and competence required by the profession in the fields of Public Relations and Advertising.
- 2) Defines the meaning of the concept of creativity and its place in the field of communication.
- 3) Have knowledge and skills about the creative thinking process in different areas.
- 4) Examines and evaluates creative products and concepts, has knowledge and skills about the functioning of individual and group creativity.
- 5) Develops the ability to produce creative solutions for problems that may be encountered in the fields of marketing, advertising, public relations and branding.
- 6) It reinforces the perception of the importance of media technology in the advertising production process.
- 7) Has knowledge in the areas of creative advertising strategy development and strategically brings together different areas of communication.
- 8) They use their written and verbal communication skills effectively and think creatively and critically, develop strategies and put them into practice.

Course Flow Plan

Week	Subject	Related Preparation
1)	Creativity in Advertising	
2)	Creative Strategy	
3)	Basic Creative Strategies Reeves "Essential Selling Promise" Ogilvy "Brand Image" Ries and Trout "Positioning"	
4)	Creativity and Media Channels	
5)	Creative Advertising Strategy and Creative Process	
6)	Advertising and Visual Material: Advertising photography, graphic design, layout, typography	
7)	Midterm Exam	
8)	Creative Strategy in Television, Radio, Outdoor Advertising	
9)	Digital Media and Creative Strategy	
10)	Alternative Media and Creative Strategy Guerrilla Advertising and Creative Strategy	

	Viral Advertising and Creative Strategy	
11)	Virtual Reality, Neuromarketing and Creative Strategy	
12)	Creative Advertising Applications	
13)	Creative Advertisement Applications: Examination of Various Advertisement Types through Graphics and Text	
14)	Final Exam	

Sources

Course Notes / Textbooks:	Pope, R. (2005). Creativity: Theory, history, practice. Psychology Press,
References:	Ders Notları

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5	6	7	8
Program Outcomes								
1) Define and explain the general concepts related to gastronomy and culinary arts.								
2) Defines and explains the internal and external environment relations that are affected by the food and beverage businesses.								
3) Have information about regulations, professional standards and practices in Gastronomy and Culinary Arts field.								
4) To have advanced theoretical and practical knowledge supported by textbooks, application tools and other resources containing current information in the field.								
5) To be able to use advanced theoretical and practical knowledge acquired in the field, to be able to interpret and evaluate data using advanced knowledge and skills, to be able to identify and analyse problems, to be able to develop solutions based on research and evidence.								
6) Dominates the terminology of food and beverage.								
7) Organize all kinds of organizations in the field of Gastronomy and Culinary Arts.								
8) Analyze and apply the facts about food and beverage by using								

the basic concepts and theories related to the department.								
Course Learning Outcomes	1	2	3	4	5	6	7	8
9) Takes responsibility as an individual or a team member in the execution of unforeseen and complex activities encountered in the field related applications.								
10) Takes risk and responsibility for the realization of information, ideas, applications or technologies that bring innovation to the field.								
11) Evaluates the advanced knowledge and skills acquired in the field with a critical approach.								
12) Follow current developments in the field and profession.								
13) Shares ideas and solutions to problems related to the field by supporting them with qualitative and quantitative data with experts and non-experts.								
14) Uses computer software and information technologies at the basic level of at least European computer use license required by the field.								
15) Follow the developments in the field and communicate with the colleagues by using a foreign language (English) at least at the European Language Portfolio B1 General Level.								
16) Comply with social, scientific, cultural and ethical values in the stages of collecting, interpreting, applying and announcing the data related to the field.								
17) Prepares meals of Turkish and different country cuisines.								
18) Have knowledge and methods on various subjects such as menu planning, cooking methods, world cuisines, regional cuisines and use these knowledge and methods for professional development.								

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Define and explain the general concepts related to gastronomy and culinary arts.	3

2)	Defines and explains the internal and external environment relations that are affected by the food and beverage businesses.	3
3)	Have information about regulations, professional standards and practices in Gastronomy and Culinary Arts field.	3
4)	To have advanced theoretical and practical knowledge supported by textbooks, application tools and other resources containing current information in the field.	3
5)	To be able to use advanced theoretical and practical knowledge acquired in the field, to be able to interpret and evaluate data using advanced knowledge and skills, to be able to identify and analyse problems, to be able to develop solutions based on research and evidence.	3
6)	Dominates the terminology of food and beverage.	3
7)	Organize all kinds of organizations in the field of Gastronomy and Culinary Arts.	3
8)	Analyze and apply the facts about food and beverage by using the basic concepts and theories related to the department.	2
9)	Takes responsibility as an individual or a team member in the execution of unforeseen and complex activities encountered in the field related applications.	3
10)	Takes risk and responsibility for the realization of information, ideas, applications or technologies that bring innovation to the field.	3
11)	Evaluates the advanced knowledge and skills acquired in the field with a critical approach.	3
12)	Follow current developments in the field and profession.	2
13)	Shares ideas and solutions to problems related to the field by supporting them with qualitative and quantitative data with experts and non-experts.	2
14)	Uses computer software and information technologies at the basic level of at least European computer use license required by the field.	3
15)	Follow the developments in the field and communicate with the colleagues by using a foreign language (English) at least at the European Language Portfolio B1 General Level.	3
16)	Comply with social, scientific, cultural and ethical values in the stages of collecting, interpreting, applying and announcing the data related to the field.	3
17)	Prepares meals of Turkish and different country cuisines.	3
18)	Have knowledge and methods on various subjects such as menu planning, cooking methods, world cuisines, regional cuisines and use these knowledge and methods for professional development.	3

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Project	1	% 30
Midterms	1	% 30
Final	1	% 40
total		% 100
PERCENTAGE OF SEMESTER WORK		% 60
PERCENTAGE OF FINAL WORK		% 40
total		% 100

Workload and ECTS Credit Calculation

Activities	Number of Activities	Preparation for the Activity	Spent for the Activity Itself	Completing the Activity Requirements	Workload
Course Hours	14	5	3		112
Project	1	0	3		3
Midterms	1	5	2		7
Final	1	5	2		7
Total Workload					129