

Dentistry			
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) Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.								
2) Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.								
3) Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.								
4) Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.								
5) Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.								
6) Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.								
7) Within the framework of social, scientific, and ethical values								

including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.	1	2	3	4	5	6	7	8
8) Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.								
9) By adopting the principle of lifelong learning throughout the dentistry profession, follows current evidence-based dental knowledge and uses it during his professional practice.								
10) During dental practice, in cases such as abuse and addiction, performs the treatment by exhibiting the behaviors required by social ethics and legal rules, and collects and records the relevant data.								
11) Uses basic and current knowledge in the field of dentistry during professional practice for the benefit of society within the framework of national values and country realities.								
12) In natural disasters and emergency cases, takes the protective measures required by the dentistry profession; performs professional practices that benefit patients and society								
13) Generates ideas regarding health policy in dentistry, prioritizes individual and public health, and carries out preventive and therapeutic medical practices within the framework of scientific, ethical, and quality processes.								
14) Differentiates the signs and symptoms commonly encountered in the dentistry profession, makes a treatment plan and refers when necessary, and manages diseases and clinical situations regarding their urgency and patient priority.								
15) Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.								

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

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	Program Outcomes	Level of Contribution
1)	Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.	
2)	Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.	
3)	Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.	
4)	Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.	
5)	Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.	
6)	Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.	
7)	Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.	
8)	Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.	
9)	By adopting the principle of lifelong learning throughout the dentistry profession, follows current evidence-based dental knowledge and uses it during his professional practice.	
10)	During dental practice, in cases such as abuse and addiction, performs the treatment by exhibiting the behaviors required by social ethics and legal rules, and collects and records the relevant data.	
11)	Uses basic and current knowledge in the field of dentistry during professional practice for the benefit of society within the framework of national values and country realities.	
12)	In natural disasters and emergency cases, takes the protective measures required by the dentistry profession; performs professional practices that benefit patients and society	
13)	Generates ideas regarding health policy in dentistry, prioritizes individual and public health, and carries out preventive and therapeutic medical practices within the framework of scientific, ethical, and quality processes.	
14)	Differentiates the signs and symptoms commonly encountered in the dentistry profession,	

	makes a treatment plan and refers when necessary, and manages diseases and clinical situations regarding their urgency and patient priority.	
15)	Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.	

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