

# **LIT 411 - Copywriting I**

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**W,W,W 9,10,11**

## **Course Description**

“Copywriting” is a two semesters course (Lit 411 & Lit 412) which dwells on creative veins of advertising business. We will focus on the relationship between marketing communications, writing skills and creativity among different communication mediums. This is a practical course with case studies, real brands and tough writing skills. That’s why, the courses will be in mother tongue, Turkish.

## **Course Requirements:**

“Copywriting” is a course for those who aim to work in advertising sector as an advertiser or an adman. Evaluations will be made according to students’ creative writing and thinking skills. Because of this, students must be **at least 5. Semester** and learning oriented, rather than grade oriented.

## **Consent Requests:**

As Copywriting is a course based on creativity, consent requests should be sent by students also in the form of a convincing video, photo or text about why they want to take part on the course on Instagram and Twitter with the #LIT411istiyorur hashtag and mentioning @nesetdereli, and the evaluation will be done through these content.

## **Evaluation**

Papers and Quizzes 60 %

Final Project 40 %

## **Course Schedule**

Week 1 Introduction & Meeting

Week 2 Introduction to Marketing & Marketing Communications and Definition & History of Advertising

Week 3 Introduction to Copywriting and Role of a Copywriter

Week 4 Divisions of an Advertising Agency

Week 5 Writing Motto & Selling Line & Slogan

Week 6 Print Advertising

Week 7 Best Cases of Print Advertising

Week 8 Outdoor & Indoor Advertising

Week 9 Best Cases of Outdoor & Indoor Advertising

Week 10 Fundamentals of an Advertising Campaign

Week 11 Radio Advertising

Week 12 Best Cases of Radio Advertising

Week 13 Final Project Briefing