

# **LIT 412 - Copywriting II**

**Instructor: Neşet Dereli - nesetdereli@gmail.com**

**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 adperson. 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. **They also have to take Lit411 first and then Lit 412.**

## **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 #LIT412istiyorur 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 Summary of Lit 411 Learning

Week 3 TV Advertising

Week 4 Best Cases of TV advertising

Week 5 Social Media Advertising

Week 6 Social Media Advertising

Week 7 Social Media Advertising Cases

Week 8 WoM Marketing & Cases

Week 9 Influencer Marketing

Week 10 Influencer Marketing Cases

Week 11 Out Of the Box Thinking

Week 12 Fundamentals of an Advertising Campaign

Week 13 Final Project Briefing