



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Media Planning							
Course Code		HIT209		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The purpose of this course, media research, planning and procurement to familiarize students with relevant information. The target audience analysis, media audience research tools, and techniques as well as the purchase of public relations / advertising agency, client / advertising and media relations will be taught the basic processes.							
Course Content		To know media research and planning processes and target audience analysis							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)		Ins. Burak GÜRSSES, Lec. Seçil UTMA							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Medya Planlama, Dr.Bilgen Başal
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Week	Weekly Detailed Course Contents	
1	Theoretical	What is Media Planning?
2	Theoretical	Study and Structuring of Media Planning Agencies
3	Theoretical	Programs Used by the Media Planning Agencies
4	Theoretical	Target Audience Identification
5	Theoretical	Media Planning breakdown by segment Watchpoints
6	Theoretical	At Newspapers and magazines of Media Planning
7	Theoretical	At Vehicles Video of Media Planning
8	Theoretical	At Vehicles Video of Media Planning
9	Theoretical	Analysis of Media Tools
10	Theoretical	Important Factors for Creating Media Goals
11	Theoretical	Media Mix Strategies
12	Theoretical	Media Costs and Purchasing Problems
13	Theoretical	Budget Determination and Separation of Budget Items
14	Theoretical	Application Analysis

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	5	1	84
Midterm Examination	1	6	1	7
Final Examination	1	8	1	9
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To know Media research and planning processes
2	To analyze the target audience
3	To know the basic processes of relationship between Public relations-advertising agency and client-advertiser relationship
4	Explain the concept of media planning



5	Develop strategies by comparing different media.
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Programme Outcomes (Public Relations and Publicity)

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3
P1	3	4	5
P2	5	5	5
P3	4	4	4
P4	2	2	2
P5	1	1	1
P6	1	1	1
P7	5	5	5
P8	5	5	5

