



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing Communication Techniques							
Course Code		PAR201		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 ( <i>Hours</i> )	Theory	4	Practice	0	Laboratory	0
Objectives of the Course		The fact that the teacher can contribute to the preservation and development of the business image according to the mission and vision of the business; the entity will be able to provide information about the business and the product according to the purposes of the promotion and contribute to the sponsorship activities. The operator will be able to provide data to the advertising campaign that will be created based on the advertising purpose and environment, and will be able to provide feedback on the ads that are being run according to the methods of measuring the effectiveness of the advertising. Assistance to assist in the development of sales strategies, sales forces and salespeople to dealers, intermediaries and customers according to their characteristics and intermediaries, to identify potential buyers for direct sales activities according to the characteristics of the target market,							
Course Content		To contribute to the preservation and development of the business image, To give information about the business and the product, To give information about the business and the product, To contribute to the sponsorship activities, To provide data to the advertising campaign to be created, To give feedback about the advertising in progress, contributing to sales development activities for intermediaries, contributing to sales development activities for customers, helping to identify potential buyers for direct sales activities.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	30
Final Examination	1	70

### Recommended or Required Reading

1	Basic Marketing Information-Prof. Dr. Ismet MUCUK
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Week	Weekly Detailed Course Contents	
1	Theoretical	Contributing to the preservation and development of business image
2	Theoretical	Contributing to the preservation and development of business image
3	Theoretical	To give information about business and product
4	Theoretical	To give information about business and product
5	Theoretical	To give information about business and product
6	Theoretical	Contributing to sponsorship activities
7	Theoretical	Contributing to sponsorship activities
8	Theoretical	Provide data for the ad campaign to be created
9	Intermediate Exam	midterm
10	Theoretical	Provide data for the ad campaign to be created
11	Theoretical	Providing feedback on the running ads
12	Theoretical	Providing feedback on the running ads
13	Theoretical	Providing feedback on the running ads
14	Theoretical	To contribute to the sales development activities for the sales staff
15	Theoretical	To contribute to the sales development activities for the sales staff



16	Final Exam	Final Examination
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**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	4	56
Assignment	32	0	1	32
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	To be able to contribute to public relations activities
2	To be able to contribute to advertising activities
3	To be able to contribute to sales development activities
4	To be able to contribute to direct sales activities
5	To be able to distinguish marketing communication activities

**Programme Outcomes (Marketing)**

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

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

	L1	L2	L3	L4
P1	3	5	4	3
P2	2	1	3	2
P3	5	3	5	4
P4	4	4	2	4
P5	5	4	4	5
P6	5	3	3	5
P7	5	5	5	5
P8	3	4	4	4
P9	5	5	5	4
P10	5	4	4	3
P11	3	4	5	3
P12	2	5	5	5
P13	5	5	4	5
P14	5	5	4	5

