



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing Communication Techniques							
Course Code		PZL201		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	101 ( <i>Hours</i> )	Theory	4	Practice	0	Laboratory	0
Objectives of the Course		Teaching the marketing communications and the method of marketing communications.							
Course Content		Marketing communication concept, Printing media advertising, Public relations, Future of marketing communication and Direct and database marketing.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Marketing Communication, Mine OYMAN, Yavuz ODABAŞI
2	Basic Approaches in Marketing Communication, NOBEL YAYIN DAĞITIM

Week	Weekly Detailed Course Contents	
1	Theoretical	Marketing communication concept
	Preparation Work	Instruction book
2	Theoretical	Marketing communication mix
	Preparation Work	Instruction book
3	Theoretical	Marketing communication mix
	Preparation Work	Instruction book
4	Theoretical	Printing media advertising
	Preparation Work	Instruction book
5	Theoretical	Active media, tv, radio and cinema
	Preparation Work	Instruction book
6	Theoretical	Outdoor advertising
	Preparation Work	Instruction book
7	Theoretical	Public relations
	Preparation Work	Instruction book
8	Preparation Work	Instruction book
	Intermediate Exam	Mid term Exam
9	Theoretical	Branding and packaging
	Preparation Work	Instruction book
10	Theoretical	Merchandising
	Preparation Work	Instruction book
11	Theoretical	Direct and database marketing
	Preparation Work	Instruction book
12	Theoretical	Sales promotions
	Preparation Work	Instruction book
13	Theoretical	Personal selling
	Preparation Work	Instruction book
14	Theoretical	Future of marketing communication
	Preparation Work	Instruction book
15	Theoretical	Case study
	Preparation Work	Instruction book



16	Theoretical	Final Exam
	Preparation Work	Instruction book
17	Preparation Work	Instruction book
	Final Exam	Final Exam

**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	4	70
Reading	14	1	0	14
Midterm Examination	1	5	1	6
Final Examination	1	10	1	11
Total Workload (Hours)				101
[Total Workload (Hours) / 25*] = <b>ECTS</b>				4

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	To be able to comprehend the marketing communication mix.
2	To be able to contribute to design advertising and public relation campaigns and contribute to organize them.
3	To be able to contribute to organize sales promotions.
4	To be able to contribute to organize direct marketing.
5	To be able to contribute to the personal sales process.

**Programme Outcomes (Marketing)**

1	To be able to Utilize the theoretical information they have acquired in applications and practices
2	To be able to manage a process effectively to meet the demands
3	To be able to work in a group cooperatively, even if the work requires the involvement of team members from interdisciplines
4	To be able to Identify vocational problems and resolve them effectively
5	To be able to comply with occupational ethics and sense of responsibility
6	To be able to access and assess sectoral problems
7	To be able to be aware of legal regulations, and comply with them
8	To be able to develop the skill of effective Communicating
9	To be able to utilize communication and information technologies, as well as other technologies and equipment
10	To be able to plan and carry out vocational processes
11	To be able to display their vocational self-confidence at work place and develop the skill of having entrepreneurship personality
12	To be able to comprehend, appreciate and comply with cultural and social responsibilities
13	To be able to develop an awareness for the need for life long learning
14	To be able to follow national and international contemporary issues
15	To be able to become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

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

	L1	L2	L3	L4	L5
P1	4	4	3	3	3
P2	4	5	5	5	5
P3	4	4	4	4	4
P4	3	4	4	4	4
P5	1	4	1	1	1
P6	1	1	1	1	1
P7	1	1	1	1	1
P8	5	4	4	4	4
P9	1	4	4	4	4
P10	3	4	4	4	4
P11	3	4	4	4	4
P12	1	3	3	3	3
P13	3	1	1	1	1



P14	4	1	1	1	1
P15	1	1	1	1	1

