



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Media Planning							
Course Code		HAT209		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	56 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To be able to provide basic information about media research, planning and purchases. To be able to teach the basic processes of target audience analysis, media audience research tools and techniques as well as the purchase of public relations / advertising agency, client / advertising and media relations.							
Course Content		Definition of Media Planning, Media Planning and Structuring of Work Agencies, Media Planning Agencies uses Programs, Identification of Target and Target Audiences, Media Planning Matters to be Considered by Channels, Newspapers and Magazines Media Planning, Media Planning Display vehicles, the Analysis of Media, Media Important factors in establishing objectives, Mix Media Strategies, Media Costs and Buying Problems, Determination of the budget Separation and Budget Items, Experiment and Media Planning, Implementation Analysis							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Ins. Aydan BAŞÇALIŞKAN DEVLİ							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	How to Prepare for Media Planning? Jack Z. Sissors, Roger B. Baron, İstanbul, 2008.
2	Key of the competition in Advertising: Media Planning, Güneri Fırlar, F. B., Ankara, 2009.
3	Media Planning and Buying, Alkan Güler, E., İstanbul, 2010.

Week	Weekly Detailed Course Contents	
1	Theoretical	Media Planning Definition
2	Theoretical	Study and Structuring of Media Planning Agencies
3	Theoretical	Programs Used by the Media Planning Agencies
4	Theoretical	Target Audience and 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	Intermediate Exam	Midterm Exam
9	Theoretical	Analysis of Media Tools
10	Theoretical	Important Factors for Creating Media Goals
11	Theoretical	Media Mix Strategies
	Preparation Work	Watching of advertising videos
12	Theoretical	Media Costs and Purchasing Problems
	Preparation Work	Watching of advertising videos
13	Theoretical	Budget Determination and Separation of Budget Items
	Preparation Work	Watching of advertising videos
14	Theoretical	Test And Media Planning
	Preparation Work	Watching of advertising videos
15	Theoretical	To repetition of all units
16	Final Exam	Final Exam
17	Final Exam	Final Exam



**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	6	1	7
Final Examination	1	6	1	7
Total Workload (Hours)				56
[Total Workload (Hours) / 25*] = <b>ECTS</b>				2

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	To be able to master the basic concepts of media planning.
2	To be able to analyze socio-economic status groups in media planning.
3	To be able to know the basic processes of public relations / advertising agency, customer / advertiser relationship.
4	To be able to determine which media is appropriate for the target audience by distinguishing media types.
5	To be able to plan the media such as television, newspaper and magazine suitable for the target audience.

**Programme Outcomes (Public Relations and Publicity)**

1	To be able to possess 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	To be able to own 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	To be able to possess 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	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

**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	3	4	2	3	3
P2	3	4	2	3	4
P3	3	4	4	3	4
P4	4	4	1	3	3
P5	4	4	1	3	3
P6	4	4	1	3	3
P7	4	5	4	3	3
P8	2	2	2	3	4
P9	3	3	1	3	4

