



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing Communication Techniques							
Course Code		PMP201		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 student, according to the company's mission and vision of your business image be able to contribute to the protection and development; According to the company's promotional purposes may contribute to the business and be able to provide information about products and sponsorship environment. According to the entity to be created that can provide data for purposes of advertising and media advertising campaigns and be able to provide feedback on the ads that are being carried out according to the methods of measuring advertising effectiveness. Promotion strategies, sales of components and sales staff according to customers' specifications and vehicle, vehicle and helping sales development activities for customers, target market characteristics, identify potential buyers for direct sales activities according to promotional strategies and sales methods and help in the selection of the necessary tools for direct sales activities It will ensure that possible.							
Course Content		to contribute to the protection of your business image and development, to provide information on the environment for business and products, contributing to the sponsorship work, created to provide data to the advertising campaign, to contribute to sales development for salespeople to contribute to sales development for the vehicle, contributing to sales development for customers provide, assist in the selection of the necessary tools for direct selling activities.							
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	Pazarlamada İletişim Teknikleri
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Week	Weekly Detailed Course Contents	
1	Theoretical	The concept of Marketing and Communications
2	Theoretical	to contribute to the protection and improvement of the business image
3	Theoretical	Business environment and to provide information about the product
4	Theoretical	Sponsorship activities contribute to
5	Theoretical	provide data to advertising campaigns that will be created
6	Theoretical	provide data to advertising campaigns that will be created
7	Theoretical	provide feedback on the ads that are being carried out
8	Intermediate Exam	Midterm
9	Theoretical	provide feedback on the ads that are being carried out
10	Theoretical	to contribute to sales development for sales staff
11	Theoretical	to contribute to the development activities for car sales
12	Theoretical	to contribute to sales development for customers



13	Theoretical	to contribute to sales development for customers
14	Theoretical	help identify potential buyers for direct sales activities
15	Theoretical	assist in the selection of the necessary tools for direct sales activities

**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	4	56
Individual Work	5	4	0	20
Midterm Examination	1	12	1	13
Final Examination	1	10	1	11
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	
2	
3	
4	
5	

**Programme Outcomes (Marketing)**

1	Ability to use the theoretical information in the application
2	A process in order to meet the requirements of managing skills
3	Ability to work in interdisciplinary teams, including
4	Define and solve problems in professional practice
5	Professional ethics and responsibility
6	The ability to learn about sector problems
7	To understand the legal regulations and practices
8	Effective communication skills
9	Knowledge and use professional tools and techniques with other communication technology tools Ability
10	Career planning processes and practices
11	Vocational and entrepreneurial skills for self-reliance
12	Cultural and social responsibilities, understanding, adoption and application skills
13	Awareness of the necessity of lifelong learning and its ability to perform
14	To follow national and international contemporary issues
15	Ataturk's principles and be sensitive to the Revolution, to use the Turkish language correctly, have the ability to understand unfamiliar terms on the basis of official correspondence and make space

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

	L1	L2	L3	L4
P1	5	5	5	5
P2	5	5	5	5
P3	5	5	5	5
P4	5	5	5	5

