



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Media Planning							
Course Code		HİT209		Couese Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course, making the definition of media planning, media planning activities, the role of media on the media planning to teach practical concepts. Media, advertising, and consumer relationship between the role of the media planner in this relationship will be examined in this course							
Course Content		In this course, Introduction Media Planning, Media, Consumer Relationship Between Advertising, Media Planning Activities, Media Planning Concepts Used, New Planning Models, Media Plan, entitled Organization will be discussed. In this course, the student media research, planning, and learn to buy. Target, market analysis, research techniques, media, and media analysis, purchasing techniques, negotiation, and computer applications are among the topics covered in this course.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Ins. Elçin BAŞOL							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Medya Planlaması, Bilgel Başal, Çantay Kitabevi İstanbul, 1998
2	2. Medya Planlama, A. Barban, Epilson Yayınları.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction, general information and resources related to the handling course. Process of defining the concepts of marketing and media, media and the general operation of the vehicle transfer.
2	Theoretical	Defining the concept of media planning. Access to communication media campaigns objectives of the planning process by creating the role and impact of a holistic understanding of the importance of
3	Theoretical	Advertising campaign plan, defining the role of the media plan. Understanding the steps of the planning process by explaining the relationship between advertising media
4	Theoretical	During the process of integrated marketing communication integrated marketing communication media media plan, change, and the impact of data-based management, integrated marketing communication strategies, consumer understanding of the context of the goals of the campaign
5	Theoretical	Access to the media as a component of the strategic plan; access types, access, identifying strategies, access methods of calculating the value of the access criteria for the process of determining a holistic activity
6	Theoretical	Frequency component of the strategic media plan, to determine the level and frequency of the active factors in determining the level, frequency, methods and calculations to determine the value of the frequency of holistic process of determining the criteria for effectiveness
7	Theoretical	As a component of a strategic media plan, density, continuity, and the determinants of flight and pulse tactical, tactical detection methods, the effect of the tactical success of the plan criticizing the differentiation media.
8	Theoretical	Report preparation and presentation
9	Theoretical	The decisive role of the media in the planning process and the structural characteristics of advertising media; Printing, Publishing, Print, New and Alternative Advertising Media
10	Theoretical	Media planning process, selection criteria, advertising media, the media value of the detection, access and cost-effectiveness calculations, strategic pressures and transfer solutions. Transfer of computer programs used in the process of media planning
11	Theoretical	Media planning process, assessment and evaluation, measurement criteria, measurement tools used to evaluate the transfer of concepts



12	Theoretical	Transfer models, theoretical and practical context, media planning, media plan and preparation of flow charts, sample presentation of media plans.
13	Theoretical	Enforcement of advertising campaign media plan steps students through a brief
14	Theoretical	An example of alternative media advertising campaign for the capture of motion planning is to enable competitive advantage

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	3	1	4
Final Examination	1	3	1	4
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Understanding of Advertising media planning and defining the strategic perspective
2	Understanding the properties of the elements of advertising media planning process
3	Designing an advertising media plan
4	Reporting preparation and presentation
5	realize media planning application

Programme Outcomes (Public Relations and Publicity)

1	To gain the skills of interdisciplinary group work
2	To acquire the abilities of understanding and expressing yourself.
3	To acquire ability of Project design, execution and evaluation in terms strategic communication.
4	To obey the ethic rules in applications of public relations and to gain social responsibility awareness.
5	To improve written and oral communication skills.
6	To help understand the global and social effects of communication occupation.
7	To get information about current events and analyze them within the scope of communication occupation.
8	To benefit from new media and communication technologies.
9	To provide the ability for analyzing different communication systems with an integrated approach.
10	To be aware of his own qualification in the studies of public relations and advertising.
11	To gain the basic occupational knowledge related to the public relation management.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

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

	L1	L2	L5
P1	5	5	5
P2	5	5	5
P3	5	5	5
P4	5	5	5
P5	5	5	5
P6	5	5	5
P7	5	5	5
P8	5	5	5
P9	5	5	5
P10	5	5	5
P11	5	5	5

