



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Integrated Marketing Communication							
Course Code		PSY206		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Marketing, as a science that has not completed evolution and continues its development; human needs and the satisfaction of these needs with each passing day is emerging with innovations. According to this; The process, which started with classical marketing, has been brought up to create customer satisfaction and brand value with the principle of single voice-single message under the name of integrated marketing communication. In this context; The aim of this course is to provide the students with the necessary information about the operation and applications of the concept of integrated marketing communication.							
Course Content		This course is designed to understand the role of brand in integrated marketing communication and to plan communication strategies. topics.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Bozkurt, İzzet. Bütünleşik Pazarlama İletişimi, İstanbul: MediaCat Yay., 2006.
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Week	Weekly Detailed Course Contents	
1	Theoretical	.
2	Theoretical	.
3	Theoretical	.
4	Theoretical	.
5	Theoretical	.
6	Theoretical	.
7	Theoretical	.
8	Intermediate Exam	.
9	Intermediate Exam	.
11	Theoretical	.
12	Theoretical	.
13	Theoretical	.
14	Theoretical	.
15	Theoretical	.
16	Final Exam	.

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	2	2	14	32
Midterm Examination	1	5	16	21
Final Examination	1	5	17	22
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				



Learning Outcomes

1	
2	
3	
4	
5	

Programme Outcomes (*Retail Sale and Store Management*)

1	To have sufficient knowledge about retailing and store management.
2	Having the ability to communicate effectively with the customer.
3	To be able to identify and solve problems in retailing.
4	Learning about store management and store atmosphere.
5	Analyzing and interpreting consumer behaviors.
6	To have professional ethics and responsibility consciousness.
7	Having information about personal sales techniques.
8	Getting enough information about store design and settlement.
9	Awareness of the necessity of life-long learning; Social media, technology retailing and electronic retailing.
10	Ability to work effectively as a team, gain self-confidence to take responsibility.

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	5	3	4	4
P2	4	3	4	3	3
P3	5	3	5	5	5
P4	5	5	4	4	4
P5	4	4	5	5	5
P6	5	4	4	3	4
P7	4	3	4	2	5
P8	4	5	4	5	4
P9	4	4	3	4	5
P10	4	4	4	3	4

