



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing Communication Techniques							
Course Code		PRL207		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	94 (Hours)	Theory	3	Practice	1	Laboratory	0
Objectives of the Course		Will enable the student, to preserve and develop the image of business according to the company mission and vision, to raise the brand value, to select the mass media to communicate properly by using the correct techniques, will contribute to conveying the right message to the right audience for the effort of marketing communications (advertising, publicrelations, personalselling, sales –enhancingefforts, sponsorship, word of mouth marketing, fairs, storemanagement, e-commerce, direct marketing).							
Course Content		Being able to comprehend the importance of marketing communication.							
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	Odabaşı Yavuz (2006) Pazarlama İletişimi Yönetimi, MediaCat Yayınları
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Week	Weekly Detailed Course Contents	
1	Theoretical	Concept and features of marketing communications
	Preparation Work	Odabaşı Yavuz (2006) Pazarlama İletişimi Yönetimi
2	Theoretical	Integrated marketing communications
	Preparation Work	Odabaşı Yavuz (2006) Pazarlama İletişimi Yönetimi
3	Theoretical	Communication dimensions of product, brand and package
	Preparation Work	Odabaşı Yavuz (2006) Pazarlama İletişimi Yönetimi
4	Theoretical	Communication dimensions of distribution and price
	Preparation Work	Odabaşı Yavuz (2006) Pazarlama İletişimi Yönetimi
5	Theoretical	Promotion mix and its management
	Preparation Work	Odabaşı Yavuz (2006) Pazarlama İletişimi Yönetimi
6	Theoretical	Advertising, public relations, publicity and womm
	Preparation Work	Odabaşı Yavuz (2006) Pazarlama İletişimi Yönetimi
7	Theoretical	Personal selling and sales promotion
	Preparation Work	Odabaşı Yavuz (2006) Pazarlama İletişimi Yönetimi
8	Theoretical	Direct marketing
	Preparation Work	Odabaşı Yavuz (2006) Pazarlama İletişimi Yönetimi
9	Intermediate Exam	
10	Theoretical	Sponsorship
	Preparation Work	Odabaşı Yavuz (2006) Pazarlama İletişimi Yönetimi
11	Theoretical	Cause-related marketing
	Preparation Work	Odabaşı Yavuz (2006) Pazarlama İletişimi Yönetimi
12	Theoretical	Marketing communication in crisis process
	Preparation Work	Odabaşı Yavuz (2006) Pazarlama İletişimi Yönetimi
13	Theoretical	Exhibitions and trade shows
	Preparation Work	Odabaşı Yavuz (2006) Pazarlama İletişimi Yönetimi
14	Theoretical	Marketing communication planning
	Preparation Work	Odabaşı Yavuz (2006) Pazarlama İletişimi Yönetimi
15	Final Exam	



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	1	42
Midterm Examination	1	20	1	21
Final Examination	1	30	1	31
Total Workload (Hours)				94
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Being able to explain marketing communication process and its components, being able to explain integrated marketing communication.
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