



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

|  |   |  |                      |  |   |                                |   |            |   |
|--|---|--|----------------------|--|---|--------------------------------|---|------------|---|
| Course Title                                     |   | Marketing Communication  |                      |  |   |                                |   |            |   |
| Course Code                                      |   | İŞLE511  |                      | Course Level                           |   | Second Cycle (Master's Degree) |   |            |   |
| ECTS Credit                                      | 5 | Workload   | 127 ( <i>Hours</i> ) | Theory                                 | 3 | Practice                       | 0 | Laboratory | 0 |
| Objectives of the Course                         |   | Basic concepts related to marketing communications, to recognize the areas of theory and practice, the reasons for the emergence of the phenomenon and the evolution of integrated marketing communications in a manner to evaluate critically interrogate. Both sales and marketing communication objectives and to examine the way we communicate. |                      |  |   |                                |   |            |   |
| Course Content                                   |   | This course is an integrated marketing communications perspective that evaluates the marketing mix, and strategies for the promotion components featured in this course is a way.  |                      |  |   |                                |   |            |   |
| Work Placement                                   |   | N/A  |                      |  |   |                                |   |            |   |
| Planned Learning Activities and Teaching Methods |   |  |                      | Explanation (Presentation), Discussion |   |                                |   |            |   |
| Name of Lecturer(s)                              |   | Lec. Esma DURUKAL  |                      |  |   |                                |   |            |   |

### Assessment Methods and Criteria

| Method              | Quantity | Percentage (%) |
|---------------------|----------|----------------|
| Midterm Examination | 1        | 40             |
| Final Examination   | 1        | 60             |

### Recommended or Required Reading

|   |   |
|---|---|
| 1 | ODABAŞI, Yavuz; Oyman, Mine, Pazarlama İletişimi, MediaCat, İstanbul,2005 |
| 2 | BOZKURT,İzzet; İletişim Odaklı Pazarlama, Mediacat, İstanbul,2004         |

| Week | Weekly Detailed Course Contents |  |
|------|---------------------------------|--|
| 1    | Theoretical                     | Communication Concepts and Marketing Communications  |
|      | Preparation Work                | ODABAŞI, Yavuz; Oyman, Mine, Pazarlama İletişimi, MediaCat, İstanbul,2005 BOZKURT,İzzet; İletişim Odaklı Pazarlama, Mediacat, İstanbul,2004      |
| 2    | Theoretical                     | Integrated Marketing Communications  |
|      | Preparation Work                | BOZKURT,İzzet; Bütünleşik Pazarlama İletişimi, Mediacat, İstanbul,2005 ODABAŞI, Yavuz; Oyman, Mine, Pazarlama İletişimi, MediaCat, İstanbul,2005 |
| 3    | Theoretical                     | Integrated Marketing Communications and Strategic Planning Process   |
|      | Preparation Work                | ODABAŞI, Yavuz; Oyman, Mine, Pazarlama İletişimi, MediaCat, İstanbul,2005 BOZKURT,İzzet; İletişim Odaklı Pazarlama, Mediacat, İstanbul,2004      |
| 4    | Theoretical                     | Ad   |
|      | Preparation Work                | ODABAŞI, Yavuz; Oyman, Mine, Pazarlama İletişimi, MediaCat, İstanbul,2005 BOZKURT,İzzet; İletişim Odaklı Pazarlama, Mediacat, İstanbul,2004      |
| 5    | Theoretical                     | Public Relations   |
|      | Preparation Work                | ODABAŞI, Yavuz; Oyman, Mine, Pazarlama İletişimi, MediaCat, İstanbul,2005 BOZKURT,İzzet; İletişim Odaklı Pazarlama, Mediacat, İstanbul,2004      |
| 6    | Theoretical                     | Sales Promotion  |
|      | Preparation Work                | ODABAŞI, Yavuz; Oyman, Mine, Pazarlama İletişimi, MediaCat, İstanbul,2005 BOZKURT,İzzet; İletişim Odaklı Pazarlama, Mediacat, İstanbul,2004      |
| 7    | Theoretical                     | Personal Selling   |
|      | Preparation Work                | ODABAŞI, Yavuz; Oyman, Mine, Pazarlama İletişimi, MediaCat, İstanbul,2005 BOZKURT,İzzet; İletişim Odaklı Pazarlama, Mediacat, İstanbul,2004      |
| 8    | Intermediate Exam               | Midterm Exams  |
| 9    | Theoretical                     | Elements of Marketing Mix and Marketing Communications   |
|      | Preparation Work                | ODABAŞI, Yavuz; Oyman, Mine, Pazarlama İletişimi, MediaCat, İstanbul,2005 BOZKURT,İzzet; İletişim Odaklı Pazarlama, Mediacat, İstanbul,2004      |
| 10   | Theoretical                     | Direct Marketing, Internet Marketing   |
|      | Preparation Work                | ODABAŞI, Yavuz; Oyman, Mine, Pazarlama İletişimi, MediaCat, İstanbul,2005 BOZKURT,İzzet; İletişim Odaklı Pazarlama, Mediacat, İstanbul,2004      |
| 11   | Theoretical                     | Brand Management and Brand Placement   |
|      | Preparation Work                | ODABAŞI, Yavuz; Oyman, Mine, Pazarlama İletişimi, MediaCat, İstanbul,2005 BOZKURT,İzzet; İletişim Odaklı Pazarlama, Mediacat, İstanbul,2004      |



|    |                  |   |
|----|------------------|---|
| 12 | Theoretical      | Sponsorship, Trade Fairs, Cause Related Marketing   |
|    | Preparation Work | ODABAŞI, Yavuz; Oyman, Mine, Pazarlama İletişimi, MediaCat, İstanbul,2005 BOZKURT,İzzet; İletişim Odaklı Pazarlama, Mediacat, İstanbul,2004 |
| 13 | Theoretical      | Marketing Communications Planning and Organization Effectiveness  |
|    | Preparation Work | ODABAŞI, Yavuz; Oyman, Mine, Pazarlama İletişimi, MediaCat, İstanbul,2005 BOZKURT,İzzet; İletişim Odaklı Pazarlama, Mediacat, İstanbul,2004 |
| 14 | Theoretical      | Marketing Communications and Ethics   |
|    | Preparation Work | ODABAŞI, Yavuz; Oyman, Mine, Pazarlama İletişimi, MediaCat, İstanbul,2005 BOZKURT,İzzet; İletişim Odaklı Pazarlama, Mediacat, İstanbul,2004 |
| 15 | Preparation Work | ODABAŞI, Yavuz; Oyman, Mine, Pazarlama İletişimi, MediaCat, İstanbul,2005 BOZKURT,İzzet; İletişim Odaklı Pazarlama, Mediacat, İstanbul,2004 |
| 16 | Final Exam       | Final Exam  |
| 17 | Final Exam       | Final Exam  |

**Workload Calculation**

| Activity                                     | Quantity | Preparation | Duration | Total Workload |
|--|----------|-------------|----------|----------------|
| Lecture - Theory                             | 14       | 2           | 3        | 70             |
| Midterm Examination                          | 1        | 25          | 1        | 26             |
| Final Examination                            | 1        | 30          | 1        | 31             |
| Total Workload (Hours)                       |          |             |          | 127            |
| [Total Workload (Hours) / 25*] = <b>ECTS</b> |          |             |          | 5              |
| *25 hour workload is accepted as 1 ECTS      |          |             |          |                |

**Learning Outcomes**

|   |  |
|---|--|
| 1 | Explains the basic concepts and theories related to marketing communications,  |
| 2 | Prepare a project on integrated marketing communications,  |
| 3 | Use of marketing tools as a whole,   |
| 4 | Both in the field of brand management and advertising, public relations and sales efforts in other areas acquire the knowledge to operate. |
| 5 |  |

**Programme Outcomes (Business Administration Master's Without Thesis)**

|   |   |
|---|---|
| 1 | To equip the students from different academic backgrounds with the theoretical and practical information in the fundamental fields of business (i.e. Production management, marketing, accounting and finance, management and organization, and quantitative me   |
| 2 | Be able to make financial analysis in micro and macro level and develop skills in the analysis of the primary and secondary markets; evaluation of the financial structure of the firms and interpretation of accounting reports and financial statements.        |
| 3 | Be able to use mathematical, statistical and econometric models in the field of business develop skills for interpreting quantitative data, using data in the decision making process and be able to use statistical forecasting methods                          |
| 4 | To have knowledge about the management techniques, be able to assume responsibility in dealing with unforeseeable and complex problems as an individual and group member and develop leadership and communication skills.   |
| 5 | Be able to understand principles of marketing, marketing research, market share estimation, market segmentation, market positioning, target markets, marketing mix and the place of marketing department in a business organization, the concept of international |

**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  | 2  | 3  | 3  | 3  |
| P2 | 4  | 4  | 5  | 3  | 4  |
| P3 | 5  | 3  | 3  | 5  | 3  |
| P4 | 3  | 3  | 4  | 3  | 5  |
| P5 | 3  | 3  | 3  | 3  | 3  |

