



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Digital Strategies For Public Relations and Advertising							
Course Code		HİRY519		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To introduce the process of digital communication campaign development through theories and practices and to understand the differences between digital marketing communication and traditional marketing communication. In this context, it aims to provide information about digital marketing, digital strategy development, successful digital transformation and the role of digital marketing in developing public relations strategies.							
Course Content		Digital communication, development of digital marketing strategies, social media marketing, digital advertising, digital PR							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Taşkıran H.B. (2017). Marka iletişimi ve digital Stratejiler, Der. Yayınları
---	--

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction
2	Theoretical	What is digital communication? What are digital communication strategies?
3	Theoretical	Communication and marketing terminologies in digital
4	Theoretical	Digital ecosystem, digital customer
5	Theoretical	Social media marketing and management WOMM applications
6	Theoretical	ther online advertising management in digital marketing (digital advertising, e-mail, e-commerce, mobile marketing)
7	Theoretical	Interactive marketing and advertising approaches and the use of internet media
8	Intermediate Exam	Midterm Exams
9	Theoretical	Digital advertising campaign management
10	Theoretical	The effects of digital advertising campaigns on communication strategies
11	Theoretical	The effects of digital advertising campaigns on public relations strategies
12	Theoretical	Digital marketing budget determination and rates
13	Theoretical	Measurement and evaluation in digital advertising campaigns
14	Theoretical	Adapting digital transformation to public relations
15	Final Exam	Final Exams

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Midterm Examination	1	29	1	30
Final Examination	1	29	1	30
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Knows the concepts of digital communication strategy.
---	---



2	Understands Digital marketing and its components.
3	Understands creating a digital marketing strategy.
4	Learns how to use digital in public relations and advertising.
5	Understands the impact of digital transformation on public relations.

**Programme Outcomes (Public Relations and Advertising Master)**

1	Students will be able to examine the cultural aspects of communication and conduct academic studies on it.
2	Be able to handle the message strategy in the institutional framework
3	Have knowledge about the principles of advertising, marketing principles of multimedia, internet and mobile communication.
4	Basic methods of planning and evaluation of advertising campaigns
5	Ability to interpret advertising and other marketing communications efforts
6	Gains ability in brand, brand image, brand creation and brand equity. Integrated marketing management and strategic role
7	Strategy for distribution channels, retailing and point of purchase
8	Strategy for distribution channels, retailing and point of purchase
9	Characteristics of scientific research and social phenomena
10	Creative thinking and advertising writing and related process

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

