|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course Name** | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** |
| **Media Planning** |  | 2 | 2+0 | 2 | 4 |
| Prerequisite Courses |  |
| Language of the Course | Turkish |
| Type of Course | Compulsory |
| Course Coordinator |   |
| Instructor |  |
| Course Assistants |  |
| The aim of lesson | It is aimed that students have knowledge in media planning and media budget management. |
| Course Learning Outcomes | As a result of this course, the student;1. Gain comprehensive knowledge about the concepts related to media planning.
2. Performs detailed media planning for a product or service.
3. Learns the use of advertising channels within the scope of media planning.
4. Develops strategies by comparing different channels.
 |
| Course Content | This course; It covers advanced and new technologies and media planning models in the processes of defining, measuring and presenting media audiences and campaign audiences. |
| **Weeks** | **Topics** |
| one | What is media planning, why is it done? |
| 2 | Marketing, advertising and media relationship |
| 3 | Media planning stages |
| 4 | Basic concepts used in media planning |
| 5 | Media measurements |
| 6 | Target audience index research |
| 7 | Media goals and strategies |
| 8 | Comparison of print advertising channels |
| 9 | Comparison of digital and electronic advertising channels |
| 10 | Online media planning |
| 11th | Media finances and purchasing |
| 12 | Advertising budgeting methods |
| 13 | Media planning application-1 |
| 14 | Media planning application-2 |

|  |
| --- |
| **General Competencies** |
| Students are expected to understand the main topics of this course and use it in their fields and applications. |
| **resources** |

|  |
| --- |
| Güneri, F. (2009) *Media Planning as the Key to Competition in Advertisement* , Ankara; Nobel Publications.İspir, N, B. (2012) *Media Planning* , Anadolu University Press. |
| **Evaluation System** |
| It is stated in the syllabus at the beginning of the semester. |

|  |
| --- |
| **WITH PROGRAM LEARNING OUTCOMES****COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **LO1** | 4 | 4 | 4 | one | 3 | 2 | - | 2 | 3 | one |
| **LO2** | 4 | 4 | 4 | one | 3 | 2 | - | 2 | 3 | one |
| **LO3** | 4 | 4 | 4 | one | 3 | 2 | - | 2 | 3 | one |
| **LO4** | 3 | 3 | 3 | one | 5 | 2 | - | 5 | 4 | one |
| **REVENGE: Learning Outputs OP: Program Outputs** |
| **Contribution****level** | **1 Very Low** | **2 Low** | **3 Medium** | **4 High** | **5 Very High** |

Relation of Program Outcomes and Related Course

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| Media Planning | 4 | 4 | 4 | one | 4 | 2 | - | 3 | 4 | one |

 |