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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **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 | |