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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Marketing Communications** | |  | 3 | 3+1 | 3,5 | 5 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Compulsory | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | Design Purpose | To provide the student with basic information about integrated marketing communication activities and processes. For this purpose, the process of transformation of promotion strategies into communication activities, the communication channel and channel elements that are the basis of integrated marketing communication, and the characteristics of each communication mix element, its objectives, the selection of appropriate media, and the integration of the communication mix of the enterprise and the marketing mix will be discussed. | | | | | | | Course Learning Outcomes | At the end of this course, the student;  1.The student understands the importance of marketing communication activities in the marketing mix.  2. Understand the functions of personal selling, advertising, direct marketing, sales development, public relations and digital marketing activities.  3.Analyzes the environments and media that are the subject of marketing communication.  4.Understand how a business communicates with its markets using the marketing communication mix. | | | | | | | Course Content | Communication concept, integrated marketing communication, integrated marketing communication mix. | | | | | | | **Weeks** | **Topics** | | | | | | | one | Communication Concept | | | | | | | 2 | Introduction to Marketing Communication Concept | | | | | | | 3 | Integrated Marketing Communications: Coordinating Promotion Elements | | | | | | | 4 | Marketing Communications Mix Elements | | | | | | | 5 | Advertising Concept and Classification of Advertising | | | | | | | 6 | Public relations | | | | | | | 7 | Personal Selling | | | | | | | 8 | Personal Selling Types and Process | | | | | | | 9 | Sales Promotion | | | | | | | 10 | Promotion Tools for Consumers, Agents and Sales Force | | | | | | | 11th | Direct Marketing | | | | | | | 12 | Communication Aspect of Product, Packaging, Price and Distribution | | | | | | | 13 | Other Marketing Communication Tools | | | | | | | 14 | Marketing Communication Planning Process | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** | | Odabaşı Y ve Oyman, M. (2013). *Pazarlama iletişim yönetimi,* Mediacat Yayınları. | | **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** | **PO11** | | **LO1** | 5 | | 4 | 4 | | 3 | 3 | | 4 | 3 | | 3 | 2 | | 2 | 5 | | **LO2** | 5 | | 4 | 5 | | 3 | 3 | | 4 | 4 | | 3 | 2 | | 2 | 5 | | **LO3** | 5 | | 5 | 5 | | 4 | 4 | | 4 | 4 | | 3 | 3 | | 2 | 5 | | **LO4** | 5 | | 5 | 5 | | 4 | 3 | | 4 | 4 | | 3 | 3 | | 2 | 5 | | **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** | **PO11** | | Marketing Communications | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 2 | 5 | |