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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Medya Planlama** | |  | 2 | 2+0 | 2 | 4 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Öğrencilerin medya planlaması ve medya bütçesi yönetiminde bilgi sahibi olmaları amaçlanmaktadır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonucunda öğrenci;   1. Medya planlama ile ilgili kavramlar hakkında kapsamlı bilgi sahibi olur. 2. Bir ürün veya hizmet için detaylı medya planlama çalışması yapar. 3. Reklamcılık mecralarının medya planlaması kapsamında kullanımını öğrenir. 4. Farklı mecraları kıyaslayarak stratejiler geliştirir. | | | | | | | Dersin İçeriği | Bu ders; medya izleyicilerinin ve kampanya hedef kitlelerinin tanımlanması, ölçülmesi ve sunulması süreçlerinde var olan ileri ve yeni teknolojileri ve medya planlama modelleri konularını içerir. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Medya planlaması nedir, neden yapılır? | | | | | | | 2 | Pazarlama, reklam ve medya ilişkisi | | | | | | | 3 | Medya planlama aşamaları | | | | | | | 4 | Medya planlamasında kullanılan temel kavramlar | | | | | | | 5 | Medya ölçümleri | | | | | | | 6 | Hedef kitle endeksi araştırması | | | | | | | 7 | Medya amaçları ve stratejileri | | | | | | | 8 | Basılı reklam mecralarının karşılaştırılması | | | | | | | 9 | Dijital ve elektronik reklam mecralarının karşılaştırılması | | | | | | | 10 | Online mecrada medya planlaması | | | | | | | 11 | Medya maliyeleri ve satın alma | | | | | | | 12 | Reklam bütçesi oluşturma yöntemleri | | | | | | | 13 | Medya planlama uygulaması-1 | | | | | | | 14 | Medya planlama uygulaması-2 | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** |  |  | | --- | | Güneri, F. (2009) *Reklamda Rekabetin Anahtarı Medya Planlama*, Ankara; Nobel Yayınları.  İspir, N, B. (2012) *Medya Planlama*, Anadolu Üniversitesi Yayını. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | | **ÖÇ1** | 4 | | 4 | 4 | | 1 | 3 | | 2 | - | | 2 | 3 | | 1 | | **ÖÇ2** | 4 | | 4 | 4 | | 1 | 3 | | 2 | - | | 2 | 3 | | 1 | | **ÖÇ3** | 4 | | 4 | 4 | | 1 | 3 | | 2 | - | | 2 | 3 | | 1 | | **ÖÇ4** | 3 | | 3 | 3 | | 1 | 5 | | 2 | - | | 5 | 4 | | 1 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | | Medya Planlama | 4 | 4 | 4 | 1 | 4 | 2 | - | 3 | 4 | 1 | |