Course Syllabus

Code - Course Title	**İSN254 - Marketing Communication**
Course Type	III. SEMESTER
Laboratory + Practice	3+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	DOÇ. DR. AYLA TOPUZ SAVAŞ

Mode of Delivery	This course is conducted only in the form of face to face education.
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	Advertising
Recommended Resources	*Terence Shimp, Advertising, promotion, and other aspects of integrated marketing communications, Australia : South-Western, c2013.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Marketing Communications: Concept and Context	
Week - 2		Developments in Marketing Communications and IMC	
Week - 3		Advertising Activities and Management	
Week - 4		Types and Tools of Public Relations	
Week - 5		Personal Selling and Sales Force Management	
Week - 6		Sales Promotion Mix and Management	
Week - 7		Communication Dimensions of Product and Packaging	
Week - 8		Communication Dimensions of Distribution and Price	
Week - 9		Direct Marketing	
Week - 10		Sponsorship and Cause-Related Marketing	
Week - 11		Brand Communication and Brand Placement	
Week - 12		Trade Shows and Exhibitions	
Week - 13		Marketing Communication Planning Process	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Ethics in Marketing Communication	

Learning Outcomes

#	Learning Outcome
1	Will be able to interpret the importance and scope of marketing communication
2	Will be able to discuss marketing communication with approaches and applications.
3	Will be able to distinguish marketing communication activities
4	Will be able to interpret innovations and applications in marketing communication

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	40
Final Exam	1	60
	Sum (%)	**100**