Course Syllabus

Code - Course Title	**PZY509 - Marketing Communication Management**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. MİNE OYMAN

Mode of Delivery	The mode of delivery of this course is distance education
Prerequisites	There is no prerequiste or co-requiste of this course
Courses Recomended	N/A
Recommended Resources	Yavuz Odabaşı ve Mine Oyman (2012) Pazarlama İletişimi Yönetimi, İstanbul: MediaCat PublicationsRobert B. Cialdini (2012). İknanın Psikolojisi, İstanbul:MediaCat PublicationsUğur Batı (2012). Marketink ya da Farketink, İstanbul: MediaCat PublicationsKaan Varnalı (2012) Dijital Tutulma, İstanbul: MediaCat PublicationsTaşlar Yerinden Oynarken Dijital Pazarlamanın Kuralları, (Ed. Fatoş Karahasan) İstanbul: Doğan Publications
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Marketing Communication Concept and Scope.	
Week - 2		Developments and Trends in Marketing Communication I	
Week - 3		Developments and Trends in Marketing Communication II	
Week - 4		Social Networks and Brand Communities	
Week - 5		Integrated Marketing Communications	
Week - 6		Advertising Strategies	
Week - 7		Sales Promotion	
Week - 8		Public Relations and Publicity	
Week - 9		Direct Marketing and Direct Selling	
Week - 10		Word of mouth Communication and Marketing	
Week - 11		Corporate Social Initiatives	
Week - 12		Mobile and Guerilla Marketing Practices	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		Marketing Communication Planning Process	
Week - 14		Social Responsibility and Ethical Dimensions of Marketing Communication	

Learning Outcomes

#	Learning Outcome
1	To be able to explain the concept and objectives of marketing communication
2	Be able to interpret new trends in marketing communication
3	To be able to evaluate the elements of marketing communication
4	To be able to define marketing communication planning process
5	Be able to evaluate the communication dimensions of other marketing mix elements
6	To be able to define the concept of integrated marketing communication
7	To be able to explain social responsibility and ethical dimensions of 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.