Course Syllabus

Code - Course Title	**RHİ616 - New Trends in Marketing Communications**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
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 face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component
Recommended Resources	1) Jordan Gamble and Audrey Gilmore (2013). \"A New Era of Consumer Marketing? An application of Co-creational Marketing in the Music Industry\" European Journal of Marketing, Vol. 47 Iss: 11/122) Graeme Hutton and Maggie Fosdick (2011). \"The Globalization of Social Media Consumer Relationships with Brands Evolve in the Digital Space\"JOURNAL OF ADVERTISING RESEARCH, December3) Kevin Lane Keller (2009). \"Building strong brands in a modern marketing communications environment\" Journal of Marketing Communications Vol. 15, Nos. 2–3, (April–July).4) Andrea Godfrey, Kathleen Seiders, & Glenn B. Voss (2011). \"Enough Is Enough! The Fine Line in Executing Multichannel Relational Communication\"Journal of MarketingVol. 75 (July).5) Anne M. Smith (2013). The Value Co – destruction Process: A Customer Resource Perspective\" European Journal of Marketing, Vol. 47 Iss: 11/126) Patrick de Pelsmacker & Peter C. Neijens (2012). New advertising formats: Howpersuasion knowledge affects consumer responses\", Journal of Marketing Communications Vol. 18, No. 1, February .7) Marjorie Delbaere, Edward F. McQuarrie, and Barbara J. Phillips (2011). \"Personification in Advertising\", Journal of Advertising, vol. 40, no. 1 (Spring).8) Ayla Ozhan Dedeoglu ve Elif Ustundagli (2011). \"Sanal Topluluklar Bağlamında Tüketicilerin Tüketim, Yasam Tarzı ve Kimlik Yönünden Değerlendirilmesi\" Business and Economics Research Journal Volume 2 . Number 29) Bob Heere, Matthew Walker, Masayuki Yoshida, Yong Jae Ko, Jeremy S. Jordan, and Jeffrey D. James (2011). \"Brand Community Development Through Associated Communities: Grounding Community Measurement Within Social Identity Theory\" Journal of Marketing Theory and Practice, vol. 19, no. 4 (fall).10) Mariola Palazon and Elena Delgado-Ballester (2013) . \"Hedonic or utilitarian premiums:does it matter?\" European Journal of Marketing Vol. 47 No. 8.11) Kristian Lorenzon & Cristel Antonia Russell (2012). \"From apathy to ambivalence: How ispersuasion knowledge reflected inconsumers\' comments about in-game advertising?\"Journal of Marketing Communications Vol. 18, No. 1, February.12) Guda van Noort , Marjolijn L. Antheunis & Eva A. van Reijmersdal (2012). \"Social connections and the persuasiveness of viral campaigns in social network sites: Persuasive intent as the underlying mechanism\" Journal of Marketing Communications Vol. 18, No. 1, February.13) Edwina Luck & Jennifer Moffatt (2009). IMC: Has anything really changed? Anew perspective on an old definition\" Journal of Marketing CommunicationsVol. 15, No. 5, December .14) Kaan Varnalı (2013). Dijital Kabilelerin İzinde, İstanbul: MediaCat Yayınları.15) Kaan Varnalı (2012) Dijital Tutulma, İstanbul: MediaCat Yayınları.16) Uğur Batı (2012) .Marketing ya da Farketink, İstanbul: İyi Yayınları
Work Placement	not applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Changing Aproaches in Marketing and Marketing Communications	
Week - 2		Changes in Marketing Communications	
Week - 3		Bütünleşik Pazarlama İletişimi	
Week - 4		Integrated Marketing Communications: Developments and Problems	
Week - 5		Changes in consumer tendencies I	
Week - 6		Changes in consumer Tendencies II	
Week - 7		Technological Developments and New Media	
Week - 8		Technologic Developments and Marketing Communications	
Week - 9		Changes in Advertising and Advertising Agencies	
Week - 10		from PR to Corporate Communications	
Week - 11		Engagement Marketing and Games and Gamification	
Week - 12		Neuromarketing	
Week - 13		Social Responsibility and Ethics in Marketing Communications I	
Week - 14		Social Responsibility and Ethics in Marketing Communications II	

Learning Outcomes

#	Learning Outcome
1	interpret shifts in power balance and trends in the market in terms of marketin communications
2	discuss Changing in Communication technologies and its effects marketing communications
3	discuss changes in tactics and strategies of marketing communications .

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.