Course Syllabus

Code - Course Title	**MAİ203U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. NEVZAT BİLGE İSPİR

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There not other recommended courses
Recommended Resources	The textbook indicated below is the main required reading material in this course. However, learners may use some other materials, such as resources on the Internet, related to the topics covered in the required text.İspir, N Bilge (ed) (2012). Medya Planlama. Anadolu Üniversitesi Yayınları, no: 2537
Work Placement	No work placement is required.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		-Relationship Between Marketing, Advertising and Media Planning	
Week - 2		Relationship Between Marketing, Advertising and Media Planning	
Week - 3		Media Planning Process	
Week - 4		Media Planning Process	
Week - 5		Basic Terms of Media Planning	
Week - 6		Basic Terms of Media Planning	
Week - 7		Midterm exam	
Week - 8		Media Measurements	
Week - 9		Media Aims and Strategies	
Week - 10		Media Aims and Strategies	
Week - 11		Comparison of Media Classes	
Week - 12		Digital Media Planning	
Week - 13		Media Costs and Buying	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Distinguishes the basic concepts used in media planning.
2	Designs basic and advanced analysis of a media plan.
3	Evaluates the decisions of strategic media planning.

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.