Course Syllabus

Code - Course Title	**MAİ204U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There are no lessons related with the suggested lesson.
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.Özgür, A. Ziya ve Kazım Sezgin (ed) (2020). Marka İletişim Kampanyaları. Anadolu Üniversitesi yayınları, No: 4173
Work Placement	No work placement is required.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Campaign Process in Brand Communication	
Week - 2		Other Tools Used in Brand Communication	
Week - 3		Global and Global Campaigns (Advertising and Public Relations);	
Week - 4		Corporate Brand Communication Campaigns	
Week - 5		Strategic Issue Management in Corporate Brand Communication	
Week - 6		Political Communication Campaigns	
Week - 7		Midterm	
Week - 8		Destination Marketing	
Week - 9		Campaign Cases in Destination Marketing	
Week - 10		Social Media Campaigns	
Week - 11		Luxury Product Branding and Campaigns	
Week - 12		Evaluation of Brand Communication Campaigns, Audit, Legal and Ethical Issues	
Week - 13		Legal and Ethical Regulations and Regulatory Institutions in Brand Communication in Turkey	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	At the end of this course, the student; Will be able to explain brand communication campaigns.
2	Will be able to explain the operation of brand communication campaigns.
3	Will be able to have information about the methods, techniques and tools of brand communication campaigns.

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	30
Final Exam	1	70
	Sum (%)	**100**