Course Syllabus

Code - Course Title	**PZL304U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ASSOC. PROF. DR. FEYZA AĞLARGÖZ

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	Pazarlama İletişimi (2020) T.C. ANADOLU ÜNİVERSİTESİ YAYINI NO: 4148AÇIKÖĞRETİM FAKÜLTESİ YAYINI NO: 2928
Work Placement	There is no internship or practice for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Intro to Marketing Communications	
Week - 2		Intro to Marketing Communications II	
Week - 3		Marketing Communications Management	
Week - 4		Advertising	
Week - 5		Public Relations	
Week - 6		Personal Selling	
Week - 7		Midterm	
Week - 8		Sales Promotions	
Week - 9		Sales Promotions-II	
Week - 10		Marketing Communications in the Digital Age	
Week - 11		Marketing Communications in the Digital Age-II	
Week - 12		Other Marketing Communications Elements and Practices	
Week - 13		Other Marketing Communications Elements and Practices - II	
Week - 14		Final Exams	

Learning Outcomes

#	Learning Outcome
1	Will be able to list what the concept of communication means and what the elements of an effective communication process are.
2	Will be able to explain the purpose, role and importance of advertisement in marketing communication.
3	Will be able to explain the place of public relations in marketing communication.
4	Will be able to define the duties and roles of personal salesmen.
5	Will be able to define the concept of sales promotion.
6	Will be able to explain the concepts related to marketing communication in the digital age.
7	Will be able to define other marketing communication elements and applications.
8	Will be able to evaluate the marketing communication management process

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**