Course Syllabus

Code - Course Title	**PZL216U - Entertainment Marketing**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DOÇ. DR. SEMA EKİNCEK

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	-
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Leisure and Entertainment Marketing	
Week - 2		Entertainment Experience	
Week - 3		Event	
Week - 4		Tourism and Sports	
Week - 5		Sample question solution	
Week - 6		Sample question solution	
Week - 7		Mid-term exam	
Week - 8		Recreational Shopping	
Week - 9		Cultural Entertainment	
Week - 10		Digital and Virtual Entertainment	
Week - 11		Gaming and Electronic Sports (E-Sports)	
Week - 12		Sample question solution	
Week - 13		Sample question solution	
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	Explain the characteristics of free time and free time consumers
2	Explain the characteristics of traditional, experiential and entertainment marketing
3	Be able to explain the definition and classification of activity.
4	Explain the concepts of experience and entertainment in tourism
5	Explain the concepts of leisure, recreation and shopping
6	Explain the concept of art marketing
7	Explaining the dimensions of digital and virtual entertainment
8	To be able to explain the characteristics of the gaming and e-sports industry and the reasons behind its development.

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**