Course Syllabus

Code - Course Title	**PZL303U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	RESEARCH ASSISTANT DR. İLKNUR ATASOY DALAK

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	The required book of this course is the Publicity and Marketing course book.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Marketing and marketing mix	
Week - 2		Marketing Communication	
Week - 3		Advertising	
Week - 4		Consumption Culture and Advertising	
Week - 5		Midterm Practice-1	
Week - 6		Midterm Practice-2	
Week - 7		New Media in Advertising	
Week - 8		New Media in Advertising 2	
Week - 9		Sales Promotion	
Week - 10		Sales Promotion 2	
Week - 11		Personal Selling and Direct Marketing	
Week - 12		Public Relations, Sponsorship and Corporate Advertising	
Week - 13		Final Exam Practice 1	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Final Exam Practice 2	

Learning Outcomes

#	Learning Outcome
1	Be able to define marketing concept
2	Be able to explain the historical development of marketing concept
3	Be able to explain promotion concept and its goals
4	Be able to define advertising
5	Be able to list consumption culture characteristics

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**