



ESOGU Faculty of Art and Design
Visual Communication Design Department
COURSE INFORMATION FORM

SEMESTER	Spring
-----------------	--------

COURSE CODE	141316024	COURSE NAME	MARKETING COMMUNICATION
--------------------	-----------	--------------------	-------------------------

SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Labratory	Credit	ECTS	Type	Language
8	2	0	0	2	2	COMPULSORY () ELECTIVE (x)	Turkish

COURSE CATEGORY

Basic Education	Art	Design	Visual Communication	Social Science
			1	1

ASSESSMENT CRITERIA

	Evaluation Type	Quantity	%
	MID-TERM	1st Mid-Term	1
2nd Mid-Term			
Quiz			
Homework			
Project			
Report			
Others (.....)			

FINAL EXAM		1	60
-------------------	--	---	----

PREREQUIEITE(S)	NONE
------------------------	------

COURSE DESCRIPTION	Concept and context of marketing communication, Advertising activities and management, Sales promotion mix and management, Communication dimensions of marketing devices, Direct marketing, Brand communication, Marketing communication planning and ethics
---------------------------	--

COURSE OBJECTIVES	Teach the marketing communications work areas and which techniques can be used while product marketing.
--------------------------	---

ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	1)Ability to describe the importance of marketing communication for consumers and corporations. 2)Ability to resolve the changing of consumers and its effects marketing communication applications.
---	---

COURSE OUTCOMES	1)Student interpret the importance and scope or marketing communication. 2)Student argues the approaches and applications of marketing communication.
------------------------	--

TEXTBOOK	1)Odabaşı, Y. Ve Oyman M. Pazarlama İletişimi Yönetimi. MediaCat Yayınları. 2) Erciş, M. S. Pazarlama İletişiminde Temel Yaklaşımlar. Nobel Yayıncılık.
-----------------	--

OTHER REFERENCES	1)MediaCat Dergisi 2)Pazarlama Dünyası Dergisi 3)Marketing Türkiye Dergisi
-------------------------	--

TOOLS AND EQUIPMENTS REQUIRED	Notebook, pen
--------------------------------------	---------------

WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Marketing Communications: Concept and Context
2	Advertising Activities and Management
3	Types and Tools of Public Relations
4	Personal Selling and Sales Force Management
5	Sales Promotion Mix and Management
6	Communication Dimensions of Product and Packaging
7	Digital Marketing
8	MIDTERM EXAMS
9	Communication Dimensions of Distribution and Price
10	Direct Marketing
11	Sponsorship and Cause-Related Marketing
12	Brand Communication and Brand Placement
13	Marketing Communication Planning Process
14	Marketing Communications: Concept and Context
15	Sample Marketing Communication Practice
16	FINAL EXAM
17	FINAL EXAM

NO	PROGRAM OUTCOMES	Contribution Level		
		3	2	1
1	The ability to comprehend the basic concepts and principles of visual communication design and to establish their relationship with other disciplines	x		
2	The ability to comprehend the design culture and ethics, the rights and responsibilities of designers			x
3	The ability to grasp the visual language and aesthetic sensitivity of the design and reflect these on designs			x
4	The ability to analyze by thinking critically, to reflect this on their designs, and to offer appropriate solutions to problems			x
5	The ability to recognize design technique and technology, to comprehend application areas and methods			x
6	The ability to comprehend and apply the design process and production techniques		x	
7	The ability to update design knowledge in line with the requirements of the age and technological developments			x
8	Comprehending local and universal values; the ability to develop an understanding of design from local to universal			x
9	The ability to comprehend the importance of sustainable design in the protection of nature and the environment			x
10	The ability to gain sensitivity to the current problems of the society and to develop solutions to these problems			x

1: None. 2: Partially contribution. 3: Completely contribution.

Instructor(s): Öğr. Gör. Ayşe SARITAŞ

Signature:

Date: