



COURSE INFORMATION FORM

			SEMESTER	Spring
COURSE CODE	141316024	COURSE NAME	MARKETING COMMUNICATION	

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
6	2	2	2	2	2	Elective	Turkish

CATEGORY OF COURSE (ECTS Credit Distribution)				
Basic Education	Art	Design	Visual Communication	Social Science
				2

EVALUATION CRITERIA			
ASSESSMENT		EXAM TYPE	PERCENTAGE OF EXAM
EXAMS IN SEMESTER	Midterm Exam	Written exam	40
FINAL		Written exam	60
EXCUSE EXAMINATION			
RESIT EXAMINATION			

RECOMMENDED PREREQUISITES OF COURSE	NONE
BRIEF CONTENTS	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	Teaching the marketing communications essentials and techniques used in product marketing.
CONTRIBUTION TO VOCATIONAL EDUCATION	1) Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines 2) Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems
LEARNING OUTCOMES	1) Student interpret the importance and scope of marketing communication. 2) Student argues the approaches and applications of marketing communication.
TEXTBOOK	1) TAŞOĞLU, N.P., Pazarlama İletişimi: Bütünleşik Bir Yaklaşım, Detay Yayıncılık, 2009, ISBN: 9786055681319 2) MEERMAN, D.S., Pazarlamanın ve İletişimin Yeni Kuralları, MediaCat, 2009, ISBN: 9786055755126
REFERENCES	1) MediaCat Dergisi 2) Pazarlama Dünyası Dergisi 3) Marketing Türkiye Dergisi
MATERIALS	



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

NO	COURSE CONTRIBUTION TO THE PROGRAM OUTCOMES	CONTRIBUTION LEVEL		
		1 low	2 med	3 high
1	Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.			x
2	Understanding of the design culture, ethics, and the rights and responsibilities of designers.	x		
3	Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design.	x		
4	Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.		x	
5	Ability to recognize the design techniques and technology and to identify their differences, applications and methods.	x		
6	Ability to understand and practice the design process, its steps, and production techniques.	x		
7	Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.	x		
8	Ability to utilize various artistic and industrial production techniques.		x	
9	Appreciation of the national and universal values and ability to expand design concepts from national level to universal level.	x		
10	Awareness for the protection of nature and the environment as well as eco-design,	x		
11	Ability to prepare social responsibility projects in order to raise design awareness.		x	

LECTURER	SIGNATURE	DATE
Latif Koşu		23.03.2015