



COURSE INFORMATION FORM

Course Name	Course Code
Marketing Communication	141117005

Semester	Number of Course Hours per Week		Credit	ECTS
	Theory	Practice		
7	2	0	2	3
Course Category (Credit)				
Basic Sciences	Engineering Sciences	Design	General Education	Social
		2		1

Course Language	Course Level	Course Type
Turkish	Undergraduate	Elective

Prerequisite(s) if any	None
Objectives of the Course	The aim of this course is to teach which areas of marketing communication can be used in product marketing.
Short Course Content	Concept and scope of marketing communication, Advertising activities and management, Sales and promotion, Communication dimension of marketing tools, Purpose-oriented marketing, Brand communication, Communication process planning and ethical dimension.

Learning Outcomes of the Course	Contributed PO(s)	Teaching Methods *	Measuring Methods **
1 Interpret the importance and scope of marketing communication	2,8	1,2,3,6,15	A,D,E,G
2 Will be able to discuss marketing communication approaches and applications.	2,8	1,2,3,6,15	A,D,E,G
3			
4			
5			
6			
7			
8			

***Teaching Methods** 1:Expression, 2:Discussion, 3:Experiment, 4:Simulation, 5:Question-Answer, 6:Tutorial, 7:Observation, 8:Case Study, 9:Technical Visit, 10:Trouble/Problem Solving, 11:Individual Work, 12:Team/Group Work, 13:Brain Storm, 14:Project Design / Management, 15:Report Preparation and/or Presentation

****Measuring Methods** A:Exam, B:Quiz, C:Oral Exam, D:Homework, E:Report, F:Article Examination, G:Presentation, I:Experimental Skill, J:Project Observation, K:Class Attendance; L:Jury Exam

Main 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
Supporting References	1) MediaCat Dergisi 2) Pazarlama Dünyası Dergisi 3) Marketing Türkiye Dergisi
Necessary Course Material	N/A

Course Schedule	
1	Marketing Communication Concept and Scope
2	Advertising Events and Management
3	Public Relations Types and Tools
4	Personal Sales and Sales Force Management
5	sales Promotion Mix and Management
6	Communication Dimension of Product and Packaging
7	Communication Dimension of Product and Packaging
8	Mid-Term Exam
9	Communication Dimension of Distribution and Price
10	Direct Marketing
11	Sponsorship and Purpose-Oriented Marketing
12	Brand Communication and Brand Placement
13	Marketing Communication Planning Process
14	Social Responsibility and Ethical Dimension of Marketing Communication
15	Social Responsibility and Ethical Dimension of Marketing Communication
16,17	Final Exam

Calculation of Course Workload			
Activities	Number	Time (Hour)	Total Workload (Hour)
Course Time (number of course hours per week)	14	2	28
Classroom Studying Time (review, reinforcing, prestudy,...)			
Homework	12	2	24
Quiz Exam			
Studying for Quiz Exam			
Oral exam			
Studying for Oral Exam			
Report (Preparation and presentation time included)			
Project (Preparation and presentation time included)			
Presentation (Preparation time included)			
Participation (Preparation)			
Mid-Term Exam	1	2	2
Studying for Mid-Term Exam	1	12	12
Final Exam	1	2	2
Studying for Final Exam	1	18	18
Total workload			86
Total workload / 30			2.86
Course ECTS Credit			3

Evaluation	
Activity Type	%
Mid-term	40
Final Exam	60
Total	100

RELATIONSHIP BETWEEN THE COURSE LEARNING OUTCOMES AND THE PROGRAM OUTCOMES (PO) (5: Very high, 4: High, 3: Middle, 2: Low, 1: Very low)		
NO	PROGRAM OUTCOME	Contribution
1	Within cultural, historical and artistic contexts the ability to integrate theoretical knowledge about production and consumption mechanisms into the design practice	
2	The ability to plan the design process, to choose and use appropriate methods and techniques	5
3	The ability to identify design problems and related sub-problems and to produce creative solutions with a critical and dialectical approach	
4	The ability to design in terms of spatial thinking using design principles and elements	
5	The ability to make applications in the interaction of aesthetics and function using design elements and means and to evaluate these applications	
6	The ability to visualize and present using two and three dimensional design tools	
7	The ability to follow and apply technological developments, current design approaches, sustainable production methods, materials and innovations in the field of informatics in design projects	
8	The ability to use field knowledge in industrial design projects by considering the needs and interests of the society and target users within the scope of environmental awareness, professional ethics and the laws	5
9	The ability to carry out the design process effectively individually or in a team	
10	The ability to take an active role in discipline-specific or interdisciplinary studies at the national and international levels;	

LECTUTER(S)				
Prepared by				
Signature(s)				

Date:08.08.2024