Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP305	Media Planning and Execution	5	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	Media planning is one of the most effective marketing tools. By the increase of media tools, right and effective media planning became much more important. Depending on new development of media and advertising area, one of the course objective is explaining how to do accurate and effective media plan; the other is demonstrating how to determine when and where advertising campaign publish; and the third objective is demonstrating effective budget planning in order to access target audience in a most effective way.
Content	1. Week: What is media planning? 2. Week: What is the aim of media planning? 3. Week: Media planning process 4. Week: SWOT Analysis of media channels 5. Week: General media planning terms 6. Week: Turkey media planning environment 7. Week: Introduction to detail media planning process depending on channels 8. Week: TV planning 9. Week: Radio planning 10. Week: Magazine and newspaper planning 11. Week: Cinema planning 12. Week. Digital media planning 13. Week: Outdoor planning 14. Week: Examples of media planning presentations
References	Geskey R. D. (2011). Media Planning & Buying In the 21st Century. CreateSpace Independent Publishing Platform Katz, H. (2016). The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying. Routledge. Sissors, J. Z. (2010). Advertising Media Planning. McGraw-Hill Education Young A. (2014). Brand Media Strategy: Integrated Communications Planning in the Digital Era. Palgrave Macmillan.

Theory Topics

Week	Weekly Contents
1	1. Week: What is media planning?
2	2. Week: What is the aim of media planning?
3	3. Week: Media planning process
4	4. Week: SWOT Analysis of media channels
5	5. Week: General media planning terms
6	6. Week: Turkey media planning environment
7	7. Week: Introduction to detail media planning process depending on channels
8	8. Week: TV planning
9	9. Week: Radio planning
10	10. Week: Magazine and newspaper planning
11	11. Week: Cinema planning

Week	Weekly Contents
12	12. Week. Digital media planning
13	13. Week: Outdoor planning
14	14. Week: Examples of media planning presentations