

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	Compulsory
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	<ol style="list-style-type: none">1. Week: What is media planning?2. Week: What is the aim of media planning?3. Week: Media planning process4. Week: SWOT Analysis of media channels5. Week: General media planning terms6. Week: Turkey media planning environment7. Week: Introduction to detail media planning process depending on channels8. Week: TV planning9. Week: Radio planning10. Week: Magazine and newspaper planning11. Week: Cinema planning12. Week: Digital media planning13. Week: Outdoor planning14. Week: Examples of media planning presentations
References	<p>Geskey R. D. (2011). Media Planning & Buying In the 21st Century. CreateSpace Independent Publishing Platform</p> <p>Katz, H. (2016). The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying. Routledge.</p> <p>Sissors, J. Z. (2010). Advertising Media Planning. McGraw-Hill Education</p> <p>Young A. (2014). Brand Media Strategy: Integrated Communications Planning in the Digital Era. Palgrave Macmillan.</p>

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

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