

## Content

| Course Code | Course Name                        | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|------------------------------------|----------|--------|----------|-----|--------|------|
| GE 743      | Integrated Marketing Communication | 1        | 3      | 0        | 0   | 3      | 7    |

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|------------------------|--|
| Prerequisites          |  |
| Admission Requirements |  |

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| Language of Instruction | Turkish                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Course Type             | Elective                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Course Level            | Doctoral Degree                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Objective               | The aim of this course is to explain students how integrated marketing strategies work and how can be applied in different sectors and businesses via examples.                                                                                                                                                                                                                                                                                                                                                           |
| Content                 | <ol style="list-style-type: none"><li>1. Philosophy of IMC</li><li>2. Objectives of IMC</li><li>3. Elements and organisation of IMC</li><li>4. Product communication</li><li>5. Brand communication</li><li>6. Price communication</li><li>7. Logistics communication</li><li>8. Retail communication</li><li>9. Promotion strategies</li><li>10. Advertising management</li><li>11. Sales Promotion</li><li>12. Public Relations</li><li>13. Personal selling</li><li>14. E-communication and direct marketing</li></ol> |
| References              | Tony Yeshin, Integrated Marketing Communication, Butterworth-Heinemann Publish.<br>Yavuz Odabaşı, Mine Oyman, Bütünleşik Pazarlama İletişimi<br>Paul Copley, marketing Communication Managemet, Elsevier Publish.                                                                                                                                                                                                                                                                                                         |

## Theory Topics

| Week | Weekly Contents |
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