## 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	<ol> <li>Week: What is media planning?</li> <li>Week: What is the aim of media planning?</li> <li>Week: Media planning process</li> <li>Week: SWOT Analysis of media channels</li> <li>Week: General media planning terms</li> <li>Week: Turkey media planning environment</li> <li>Week: Introduction to detail media planning process depending on channels</li> <li>Week: TV planning</li> <li>Week: Radio planning</li> <li>Week: Magazine and newspaper planning</li> <li>Week: Cinema planning</li> <li>Week. Digital media planning</li> <li>Week: Outdoor planning</li> <li>Week: Examples of media planning presentations</li> </ol>	
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

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	