

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G455	Integrated Marketing Communications	7	3	0	0	3	5

Prerequisites	
Admission Requirements	

Language of Instruction	French
Course Type	Elective
Course Level	Bachelor 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">1. Philosophy of IMC2. Objectives of IMC3. Elements and organisation of IMC4. Product communication5. Brand communication6. Price communication7. Logistics communication8. Retail communication9. Promotion strategies10. Advertising management11. Sales Promotion12. Public Relations13. Personal selling14. E-communication and direct marketing
References	Tony Yeshin, Integrated Marketing Communication, Butterworth-Heinemann Publish. Yavuz Odabaşı, Mine Oyman, Bütünleşik Pazarlama İletişimi Paul Copley, marketing Communication Managemet, Elsevier Publish.

Theory Topics

Week	Weekly Contents
1	Introduction
2	Corporate Image and Brand
3	Digital and alternative marketing and communication
4	IMC processes and planning
5	Advertising management
6	Advertising- agency and IMC changes
7	Ad design
8	New media possibilities
9	Database and direct marketing
10	Traditional media
11	Public relations and sponsoring
12	Evaluation of IMC programme

Week	Weekly Contents
13	presentations
14	Communication and Social responsibility