Course Code		ourse Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP305	Media Pla Execution	_	5	2	0	0	2	4
Prerequisites								
Admission Requirements								
Language of Instruction		Turkish						
Course Type		Elective						
Course Level		Bachelor Degree						
Objective		planning became course objective	much more in is explaining l and where ad	mportant. I now to do vertising ca	Depending accurate a ampaign pu	on ne nd effi ıblish;	w develo ective me and the t	e increase of media tools, right and effective media apment of media and advertising area, one of the edia plan; the other is demonstrating how to third objective is demonstrating effective budget of the edia plan.
Content		1. Week: What is 2. Week: What is 3. Week: Media j 4. Week: SWOT 5. Week: Genera 6. Week: Turkey 7. Week: Introdu depending on cha 8. Week: TV plan 9. Week: Radio j 10. Week: Maga: 11. Week: Cinen 12. Week. Digita 13. Week: Outdo 14. Week: Examp	the aim of medianning processing planning ples of medianning ples of medianni	edia planreess media chareing terms ng environ I media pla spaper pla ing planning p	nnels nment nning proc	18		
References		•	The Media I	_				ary. CreateSpace Independent Publishing Platform dvertising Media Selection, Planning, Research,

Sissors, J. Z. (2010). Advertising Media Planning. McGraw-Hill Education

Young A. (2014). Brand Media Strategy: Integrated Communications Planning in the Digital Era. Palgrave

Theory Topics

References

Weekly Contents

Macmillan.

- 1 1. Week: What is media planning?
- 2. Week: What is the aim of media planning?
- 3. Week: Media planning process
- 4 4. Week: SWOT Analysis of media channels
- 5. Week: General media planning terms
- 6 6. Week: Turkey media planning environment
- 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