

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	<p>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.</p> <p>1. Week: What is media planning?  2. Week: What is the aim of media planning?  3. Week: Media planning process  4. Week: SWOT Analysis of media channels  5. Week: General media planning terms  6. Week: Turkey media planning environment  7. Week: Introduction to detail media planning process</p>						
Content	<p>depending on channels  8. Week: TV planning  9. Week: Radio planning  10. Week: Magazine and newspaper planning  11. Week: Cinema planning  12. Week: Digital media planning  13. Week: Outdoor planning  14. Week: Examples of media planning presentations</p>						
References	<p>Geskey R. D. (2011). Media Planning &amp; 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.</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
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