

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RRP305	Media Planning and Execution	5	2	0	0	2	4
Prerequisites							
Admission Requirements							
Language of Instruction							
Course Type							
Course Level							
Objective							
Content							
References							

## 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