

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.

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

Content

- 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

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
- 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