

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 743	Integrated Marketing Communication	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral 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