Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM232	Marketing Public Relations	4	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	The purpose of this course is to inform the student on the marketing public relations which is a specific field on strategies formulation to increase and/or reinforce the knowledge of the organisation, its goods and services and its sales; to explain the added-value of public relations; to discuss the national and international examples of marketing public relations to motivate the student to make research on the subject.
Content	1.st course: The definition of the marketing public relations and the place of public relations in the integrated marketing communication 2.nd course: Importance of confidence in the consumers' choices and the benefit of public relations to this process. 3.rd course: The process of added-value by the marketing public relations with examples of tactics and strategies I (Launching the new products, repositioning and animation of the finished products in the market, the marketing of the opinion leaders) 4.th course: The process of added-value by the public relations of marketing with examples of tactics and strategies II (To draw the attention of the customers to a category of determined product, to create new markets, to reach at the resale markets, to reinforce the weak markets) 5.th course: The process of added-value by the public relations of marketing with examples of tactics and strategies III (To reinforce the impact of advertising, to present the categories of products for which advertising is prohibited, to reinforce the sales promotions) 6.th course: To prepare a strategic public relations planning 7.th course: Midterm exam 8.th course: local and international examples of the marketing public relations in traditional and social media 9.th course: The definition and importance of the qualitative and quantitative methods 10.th course: Invitation of a marketing public relations specialist 11.th course: Special "advertorials" and events 12.th course: New applications in marketing public relations to place the product, experimental marketing and neuro-marketing 13.th course: Guerrilla marketing, word of mouth marketing, causes-related marketing). 14.th course: Presentation of homeworks
References	CAYWOOD, Clarke L. (1997). The handbook of strategic public relations & integrated communication, McGraw-Hill, NewYork. HARIS, Thomas L. , WHALEN, Patricia T. (2006) The Marketer's Guide to Public Relations in the 21st Century, South-Western Educational Pub; 1 edition. KOTLER, Philip (2013). Marketing management, Prentice Hall, Upper Saddle River, N.J. PELTEKOĞLU, Filiz Balta (2018). Halkla ilişkiler nedir?, Beta Basım Yayım, İstanbul. THEAKER, Alison (2008). Halkla ilişkilerin el kitabı, MediaCat Kitapları, Kapital Medya Hizmetleri A.Ş., İstanbul. WESTPHALEN, Marie-Hélène & LIBAERT, Thierry (2009). Mercator: le guide du marketing, Nouvelle édition, Dunod. WILSON, Laurie J. (2008). Strategic communications planning: For effective public relations and marketing, Kendall/Hunt Pub., Dubuque, Iowa.

Theory Topics

Week	Weekly Contents
1	The definition of the marketing public relations and the place of public relations in the integrated marketing communication

Week	Weekly Contents
2	The importance of confidence in the consumers' choices and the benefit of public relations to this process.
3	The process of added-value by the marketing public relations with examples of tactics and strategies I (Launching the new products, repositioning and animation of the finished products in the market, the marketing of the opinion leaders)
4	The process of added-value by the public relations of marketing with examples of tactics and strategies II (To draw the attention of the customers to a category of determined product, to create new markets, to reach at the resale markets, to reinforce the weak markets)
5	The process of added-value by the public relations of marketing with examples of tactics and strategies III (To reinforce the impact of advertising, to present the categories of products for which advertising is prohibited, to reinforce the sales promotions)
6	To prepare a strategic public relations planning
7	Midterm exam
8	Local and international examples of the marketing public relations in traditional and social media
9	The definition and importance of the qualitative and quantitative methods
10	Invitation of a marketing public relations specialist
11	Special "advertorials" and events
12	New applications in marketing public relations to place the product, experimental marketing and neuro-marketing
13	Guerrilla marketing, word of mouth marketing, causes-related marketing).
14	Presentation of homeworks