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	1. Philosophy of IMC 2. Objectives of IMC 3. Elements and organisation of IMC 4. Product communication 5. Brand communication 6. Price communication 7. Logistics communication 8. Retail communication 9. Promotion strategies 10. Advertising management 11. Sales Promotion 12. Public Relations 13. Personal selling 14. 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
1	Introduction
2	Corporate Image and Brand
3	Digital and alternative marketing and communication
4	IMC processes and planning
5	Advertising management
6	Advertising- agency and IMC changes
7	Ad design
8	New media possibilities
9	Database and direct marketing
10	Traditional media
11	Public relations and sponsoring
12	Evaluation of IMC programme
13	presentations
14	Communication and Social responsibility