

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|-------------------------------------|----------|--------|----------|-----|--------|------|
| G455 | Integrated Marketing Communications | 5 | 3 | 0 | 0 | 3 | 5 |

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| Prerequisites | |
| Admission Requirements | |

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| Language of Instruction | French |
| Course Type | Elective |
| Course Level | Bachelor 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 |
|------|---|
| 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 |