Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP417	Marketing Communications	7	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish	
Course Type		
Course Level	Bachelor Degree	
Objective	Marketing communications and integrated marketing communications will be defined and their differences will be emphasized, the importance of integrating the marketing communications mix elements for the companies will be explained; communication based key concepts of integrated marketing communications will be explained; the importance of mass media and e-media in integrated marketing communication will be emphasized; international practical applications of marketing communications will be explained according to the standardization and adaption concepts; planning, budgeting, objective setting, strategy and tactics will be defined and their importance for integrated marketing communication management will be explained, marketing communications mix elements PR, Advertising, Sales Promotion and Personal Selling.	
Content	Promotion and Personal Selling. Week 1. Basic concepts of Marketing Week 2. Basic components of Integrated Marketing Communications and their importance for firms Week 3. Basic communication concepts in Marketing Communications Week 4. The important roles of mass and e-media in marketing communications Week 5. International context of Integrated Marketing Communications Week 6. Integrated Marketing Communication Managerial Concepts: Planning Week 7. Mid-term exam Week 8. Budgeting Week 9. Objective setting, strategy and tactics I Week 10. Objective setting, strategy and tactics II Week 11. The role and importance of advertising in Integrated Marketing Communication Week 12. The role and importance of PR in Integrated Marketing Communication Week 13. The role and importance of personal selling in Integrated Marketing Communication Week 14. The role and importance of sales promotion in Integrated Marketing Communication	

References	Dahlen,M., (2010). Marketing Communications: Wiley	
	Pickton, D., Broderick, A. (2005). Integrated Marketing	
	Communications, London: Prentice Hall.	
	Kotler, P., Armstrong, G. (2012). Principles of Marketing, New	
	Jersey: Prentice Hall.	

Theory Topics

Week	Weekly Contents
1	Week 1. Basic concepts of Marketing
2	Week 2. Basic components of Integrated Marketing Communications and their importance for firms
3	Week 3. Basic communication concepts in Marketing Communications
4	Week 4. The important roles of mass and e-media in marketing communications
5	Week 5. International context of Integrated Marketing Communications
6	Week 6. Integrated Marketing Communication Managerial Concepts: Planning
7	Week 7. Mid-term exam
8	Week 8. Budgeting
9	Week 9. Objective setting, strategy and tactics I
10	Week 10. Objective setting, strategy and tactics II
11	Week 11. The role and importance of advertising in Integrated Marketing Communication
12	Week 12. The role and importance of PR in Integrated Marketing Communication
13	Week 13. The role and importance of personal selling in Integrated Marketing Communication
14	Week 14. The role and importance of sales promotion in Integrated Marketing Communication