

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|---|----------|--------|----------|-----|--------|------|
| COM338 | Applications in Marketing Communication | 6 | 2 | 2 | 2 | 2 | 3 |

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| Prerequisites | |
| Admission Requirements | |

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| Language of Instruction | Turkish |
| Course Type | Elective |
| Course Level | Bachelor Degree |
| Objective | Integrated Marketing Communication (IMC) and "integration" concept will be defined and explained; IMC mix elements will be explained; main IMC mix elements - Advertising, Marketing Public Relations, Sales Promotion, Personal Sales, Direct Marketing, Packaging, POP, Digital - Social Media - will be defined; each elements' place and importance in Marketing Communications will be defined and explained; important National and international IMC cases will be given and discussed. |
| Content | <p>1. Week: Basic concepts of IMC</p> <p>2. Week: Description, importance and place of advertisement in communication.</p> <p>3. Week: Presentation of important national and international examples / cases for advertising.</p> <p>4. Week: Definition of Marketing Public Relations, importance and presentation of national and international important examples / cases.</p> <p>5. Week: Sales Definition of promotion, importance and presentation of national and international important examples / cases.</p> <p>6. Week: Definition, importance of personal sales and presentation of important national and international examples / cases.</p> <p>7. Week: Midterm exam</p> <p>8. Week: Definition and importance of Direct Marketing and presentation of important national and international examples / cases.</p> <p>9. Week: Place, definition, importance of packaging in marketing communication and presentation of important national and international examples / cases.</p> <p>10. Week: Definition of POP, importance and presentation of important national and international examples / cases.</p> <p>11. Week: Difference of digital media from conventional media and returns to marketing communication.</p> <p>12. Week: Definition of social media, importance and presentation of important national and international examples / cases.</p> <p>13. Week: Examples of social media campaigns.</p> <p>14. Week: General evaluation of all IMC mixed elements and the importance of integration efforts.</p> |
| References | <ul style="list-style-type: none"> - Clow, K., Baack, D. (2014). Integrated Advertising, Promotion, and Marketing Communications, London: Pearson. - Pickton, D., Broderick, A. (2005). Integrated Marketing Communications, London: Prentice Hall. - Related internet sites |

Theory Topics

| Week | Weekly Contents |
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