

Content

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

Prerequisites	
Admission Requirements	

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	<p>- Clow, K., Baack, D. (2014). Integrated Advertising, Promotion, and Marketing Communications, London: Pearson.</p> <p>- Pickton, D., Broderick, A. (2005). Integrated Marketing Communications, London: Prentice Hall.</p> <p>- Related internet sites</p>

Theory Topics

Week	Weekly Contents
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