

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 651	Marketing Communication	1	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters 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	<p>Week 1. Basic concepts of Marketing</p> <p>Week 2. Basic components of Integrated Marketing Communications and their importance for firms</p> <p>Week 3. Basic communication concepts in Marketing Communications</p> <p>Week 4. The important roles of mass and e-media in marketing communications</p> <p>Week 5. International context of Integrated Marketing Communications</p> <p>Week 6. Integrated Marketing Communication Managerial Concepts: Planning</p> <p>Week 7. Mid-term exam</p> <p>Week 8. Budgeting</p> <p>Week 9. Objective setting, strategy and tactics I</p> <p>Week 10. Objective setting, strategy and tactics II</p> <p>Week 11. The role and importance of advertising in Integrated Marketing Communication</p> <p>Week 12. The role and importance of PR in Integrated Marketing Communication</p> <p>Week 13. The role and importance of personal selling in Integrated Marketing Communication</p> <p>Week 14. The role and importance of sales promotion in Integrated Marketing Communication</p>
References	<p>Dahlen,M., (2010). Marketing Communications: Wiley</p> <p>Pickton, D., Broderick, A. (2005). Integrated Marketing Communications, London: Prentice Hall.</p> <p>Kotler, P., Armstrong, G. (2012). Principles of Marketing, New Jersey: Prentice Hall.</p>

	Academic articles
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Theory Topics

Week	Weekly Contents
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