

## Content

| Course Code | Course Name                | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|----------------------------|----------|--------|----------|-----|--------|------|
| COM232      | Marketing Public Relations | 4        | 2      | 0        | 0   | 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               | The purpose of this course is to inform the student on the marketing public relations which is a specific field on strategies formulation to increase and/or reinforce the knowledge of the organisation, its goods and services and its sales; to explain the added-value of public relations; to discuss the national and international examples of marketing public relations to motivate the student to make research on the subject.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Content                 | <p>1.st course: The definition of the marketing public relations and the place of public relations in the integrated marketing communication</p> <p>2.nd course: Importance of confidence in the consumers' choices and the benefit of public relations to this process.</p> <p>3.rd course: The process of added-value by the marketing public relations with examples of tactics and strategies I (Launching the new products, repositioning and animation of the finished products in the market, the marketing of the opinion leaders)</p> <p>4.th course: The process of added-value by the public relations of marketing with examples of tactics and strategies II (To draw the attention of the customers to a category of determined product, to create new markets, to reach at the resale markets, to reinforce the weak markets)</p> <p>5.th course: The process of added-value by the public relations of marketing with examples of tactics and strategies III (To reinforce the impact of advertising, to present the categories of products for which advertising is prohibited, to reinforce the sales promotions)</p> <p>6.th course: To prepare a strategic public relations planning</p> <p>7.th course: Midterm exam</p> <p>8.th course: local and international examples of the marketing public relations in traditional and social media</p> <p>9.th course: The definition and importance of the qualitative and quantitative methods</p> <p>10.th course: Invitation of a marketing public relations specialist</p> <p>11.th course: Special "advertorials" and events</p> <p>12.th course: New applications in marketing public relations to place the product, experimental marketing and neuro-marketing</p> <p>13.th course: Guerrilla marketing, word of mouth marketing, causes-related marketing).</p> <p>14.th course: Presentation of homeworks</p> |
| References              | <p>CAYWOOD, Clarke L. (1997). The handbook of strategic public relations &amp; integrated communication, McGraw-Hill, NewYork.</p> <p>HARIS, Thomas L. , WHALEN, Patricia T. (2006) The Marketer's Guide to Public Relations in the 21st Century, South-Western Educational Pub; 1 edition.</p> <p>KOTLER, Philip (2013). Marketing management, Prentice Hall, Upper Saddle River, N.J.</p> <p>PELTEKOĞLU, Filiz Balta (2018). Halkla ilişkiler nedir?, Beta Basım Yayım, İstanbul.</p> <p>THEAKER, Alison (2008). Halkla ilişkilerin el kitabı, MediaCat Kitapları, Kapital Medya Hizmetleri A.Ş., İstanbul.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

WESTPHALEN, Marie-Hélène & LIBAERT, Thierry (2009). Mercator: le guide du marketing, Nouvelle édition, Dunod.

WILSON, Laurie J. (2008). Strategic communications planning: For effective public relations and marketing, Kendall/Hunt Pub., Dubuque, Iowa.

## Theory Topics

| Week | Weekly Contents                                                                                                                                                                                                                                                               |
|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | The definition of the marketing public relations and the place of public relations in the integrated marketing communication                                                                                                                                                  |
| 2    | The importance of confidence in the consumers' choices and the benefit of public relations to this process.                                                                                                                                                                   |
| 3    | The process of added-value by the marketing public relations with examples of tactics and strategies I (Launching the new products, repositioning and animation of the finished products in the market, the marketing of the opinion leaders)                                 |
| 4    | The process of added-value by the public relations of marketing with examples of tactics and strategies II (To draw the attention of the customers to a category of determined product, to create new markets, to reach at the resale markets, to reinforce the weak markets) |
| 5    | The process of added-value by the public relations of marketing with examples of tactics and strategies III (To reinforce the impact of advertising, to present the categories of products for which advertising is prohibited, to reinforce the sales promotions)            |
| 6    | To prepare a strategic public relations planning                                                                                                                                                                                                                              |
| 7    | Midterm exam                                                                                                                                                                                                                                                                  |
| 8    | Local and international examples of the marketing public relations in traditional and social media                                                                                                                                                                            |
| 9    | The definition and importance of the qualitative and quantitative methods                                                                                                                                                                                                     |
| 10   | Invitation of a marketing public relations specialist                                                                                                                                                                                                                         |
| 11   | Special "advertorials" and events                                                                                                                                                                                                                                             |
| 12   | New applications in marketing public relations to place the product, experimental marketing and neuro-marketing                                                                                                                                                               |
| 13   | Guerrilla marketing, word of mouth marketing, causes-related marketing).                                                                                                                                                                                                      |
| 14   | Presentation of homeworks                                                                                                                                                                                                                                                     |

