

MARKETING COMMUNICATION

1	Course Title:	MARKETING COMMUNICATION
2	Course Code:	PZRZ207
3	Type of Course:	Compulsory
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	3
7	ECTS Credits Allocated:	4.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. ÖZLEM ULUÇAY ŞAKAR
15	Course Lecturers:	Meslek Yüksekokulları Yönetim Kurullarının görevlendirdiği öğretim elemanları.
16	Contact information of the Course Coordinator:	Öğr.Gör. Özlem ŞAKAR ulucay@uludag.edu.tr 02247112781/61731
17	Website:	
18	Objective of the Course:	Will enable the student, to preserve and develop the image of business according to the company mission and vision, to raise the brand value, to select the mass media to communicate properly by using the correct techniques, will contribute to conveying the right message to the right audience for the effort of marketing communications (advertising, public relations, personal selling, sales –enhancing efforts, sponsorship, Word of mouth marketing, fairs, store management, e-commerce, direct marketing).
19	Contribution of the Course to Professional Development:	Being able to comprehend the importance of marketing communication and ability to use all marketing mix elements in the marketing communication model in business life.
20	Learning Outcomes:	
	1	Being able to comprehend the importance of marketing communication
	2	Being able to explain marketing communication process and its components
	3	Being able to explain integrated marketing communication
	4	Being able to apply advertising works as a marketing communication element
	5	Being able to apply PR activities as a marketing communication element
	6	Being able to apply sales development activities as a marketing communication element
	7	Being able to apply personal and direct selling activities as a marketing communication element
	8	Being able to design marketing communication elements such as brand management, fair organization, WOMM, and sponsoring

		9				
		10				
21	Course Content:					
	Course Content:					
Week	Theoretical		Practice			
1	Concept and features of marketing communications					
2	Integratedmarketingcommunications					
3	Communication dimensions of product, brand and package					
4	Communication dimensions of distribution and price;					
5	Promotion mix and its management					
6	Advertising, public relations, publicity and womm					
7	Personal selling andsales promotion					
8	Course review and Mid-term					
9	Direct marketing					
10	Sponsorship					
11	Cause-related marketing					
12	Marketing communication in crisis process					
13	Exhibitions and trade shows					
Activites			Number	Duration (hour)	Total Work Load (hour)	
Theoretical Materials:			14	3.00	42.00	
Practicals/Labs			0	0.00	0.00	
TERM LEARNING ACTIVITIES		NUMBER	WEIGHT			
Self study and preparation		5	3.00	15.00		
Homeworks		4	10.00	40.00		
Projects		0	0.00	0.00		
Quiz		0	0.00	0.00		
Field Studies		0	0.00	0.00		
Midterm exams		1	15.00	15.00		
Final Exam		1	15.00	15.00		
Others		0	0.00	0.00		
Final Exams		1	15.00	15.00		
Contribution of Term (Year) Learning Activities to			40.00			
Total Work Load					127.00	
Total work load/30 hr			60.00		4.23	
Contribution of Final Exam to Success Grade					4.00	
ECTS Credit of the Course					4.00	
Measurement and Evaluation Techniques Used in the Course			Case studies , Quiz			
24	ECTS / WORK LOAD TABLE					

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	2	4	3	4	3	3	3	5	4	4	4	3	0	0	0	0
ÖK2	4	5	4	5	4	4	4	5	4	4	3	3	0	0	0	0
ÖK3	5	5	4	5	5	4	4	5	5	4	5	3	0	0	0	0

ÖK4	5	5	5	5	4	5	5	5	5	5	5	3	0	0	0	0
ÖK5	4	4	3	5	4	5	5	5	3	4	3	3	0	0	0	0
ÖK6	4	4	3	5	4	5	5	4	3	4	3	3	0	0	0	0
ÖK7	5	5	4	5	3	5	5	4	4	4	3	2	0	0	0	0
ÖK8	4	4	3	4	4	4	5	5	4	4	4	2	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			