

MARKETING COMMUNICATION AND ADVERTISING

1	Course Title:	MARKETING COMMUNICATION AND ADVERTISING
2	Course Code:	ISL5113
3	Type of Course:	Optional
4	Level of Course:	Second Cycle
5	Year of Study:	1
6	Semester:	1
7	ECTS Credits Allocated:	5.00
8	Theoretical (hour/week):	2.00
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:	Prof. Dr. ERKAN ÖZDEMİR
15	Course Lecturers:	Prof. Dr. Erkan Özdemir
16	Contact information of the Course Coordinator:	Prof. Dr. Erkan Özdemir E-posta: eoazdemir@uludag.edu.tr Telefon: 0224 294 11 53 Adres: Uludağ Üniversitesi İİBF İşletme Bölümü, Görükle, Nilüfer 16059 - Bursa
17	Website:	
18	Objective of the Course:	The aim of this course is to improve the knowledge and skills of the students about the content of the marketing communication and advertising activities of the enterprises, the strategies followed and the practices carried out.
19	Contribution of the Course to Professional Development:	Our students who take this course will gain knowledge and skills about how marketing communication and advertising activities are carried out in businesses and what kind of strategies are followed. In this way, students will be able to come to a level where they can realize the marketing communication and advertising management and applications of a business.
20	Learning Outcomes:	
	1	Understanding the importance and role of marketing communication and advertising within the business
	2	Ability to make marketing communication and advertising plan within the business
	3	Learning about advertising agencies, their types and activities and how to choose the appropriate advertising agencies
	4	Having the knowledge and skills to follow the processes by advertising decision makers and mastering the advertising campaign processes
	5	Being able to effectively brief advertising agencies for marketing communication and advertising creative work and evaluate the presented advertising plan
	6	Learning the characteristics of traditional and digital advertising environments and understanding their usage areas
	7	Learning the budget allocation methods for marketing communication and advertising and planning the budget according to the communication mix

		8	To learn the methods used in measuring advertising effectiveness and to evaluate the success of marketing communication and advertising		
		9	Learning current advertising practices and new technological trends		
		10	Recognizing and avoiding unethical practices in advertising		
21	Course Content:				
	Course Content:				
Week	Theoretical		Practice		
1	Marketing communication and advertising concepts and their place and importance in marketing				
2	Marketing communication types and advertisement classifications				
3	Marketing communication and advertising planning process				
4	Advertising agencies, its types and activities				
5	Advertising campaign concept and advertising campaign management processes				
6	Creative studies and strategies followed in advertising production				
7	Traditional advertising and marketing communication media and its features				
Activites			Number	Duration (hour)	Total Work Load (hour)
Theoretical					
10	Marketing communication mix		14	2.00	28.00
Practicals/Labs			0	0.00	0.00
Self study and preparation					
14	methods of advertising media		14	3.00	42.00
Homeworks			1	30.00	30.00
Projects					
methods used			0	0.00	0.00
Field Studies			0	0.00	0.00
Midterm exams					
13	industry and future projections for the industry		0	0.00	0.00
Unethical practices and case studies in the					
Others			0	0.00	0.00
Final Exams					
14	Evaluation of marketing communication and advertisement examples in practice and		1	50.00	50.00
Total Work Load					150.00
Total work load/ 30 hr					5.00
ECTS Credit of the Course					5.00
			İletişimi, Nobel Yayınları, Nisan 2016, Ankara. Muazzez Babacan, Nedir Bu reklam, Beta Yayınları, 2012 Fusun Kocabaş ve Müge Elden, Reklamcılık, kavramlar, kararlar, kurumlar, iletişim yayınları, İstanbul; W. Glenn Griffin, Deborah Morrison, The Creative Process Illustrated: How Advertising's Big Ideas Are Born; Larry Percy Strategic advertising management, Oxford University Press.		
23	Assesment				
TERM LEARNING ACTIVITIES		NUMBER	WEIGHT		
Midterm Exam		0	0.00		
Quiz		0	0.00		

Home work-project	1	40.00
Final Exam	1	60.00
Total	2	100.00
Contribution of Term (Year) Learning Activities to Success Grade	40.00	
Contribution of Final Exam to Success Grade	60.00	
Total	100.00	
Measurement and Evaluation Techniques Used in the Course	Homework and written/essay exam will be used for assessment and evaluation.	

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	4	3	2	1	1	2	1	1	1	1	3	1	0	0	0	0
ÖK2	4	4	3	4	4	4	3	1	1	1	4	3	0	0	0	0
ÖK3	3	4	2	4	3	1	1	1	1	1	3	1	0	0	0	0
ÖK4	4	4	3	3	2	4	1	1	1	1	2	1	0	0	0	0
ÖK5	4	5	4	4	3	4	5	4	1	1	4	1	0	0	0	0
ÖK6	4	5	3	3	2	3	4	1	1	1	3	3	0	0	0	0
ÖK7	3	4	2	5	1	1	3	1	1	1	4	3	0	0	0	0
ÖK8	3	4	5	1	1	4	3	1	1	1	3	4	0	0	0	0
ÖK9	3	1	1	1	3	1	3	4	1	1	3	4	0	0	0	0
ÖK10	4	1	4	2	1	1	1	1	1	5	3	4	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low		2 low		3 Medium		4 High		5 Very High							