

MARKETING COMMUNICATION

1	Course Title:	MARKETING COMMUNICATION
2	Course Code:	ISL5348
3	Type of Course:	Optional
4	Level of Course:	Second Cycle
5	Year of Study:	1
6	Semester:	2
7	ECTS Credits Allocated:	6.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Prof. Dr. MURAT HAKAN ALTINTAŞ
15	Course Lecturers:	Prof. Dr. Hakan Altıntaş Doç. Dr. Erkan ÖZDEMİR Doç. Dr. Çağatan Taşkın
16	Contact information of the Course Coordinator:	mhakan@uludag.edu.tr
17	Website:	
18	Objective of the Course:	To educate with current samples about how to manage and operate companies' marketing communication efforts in contemporary markets.
19	Contribution of the Course to Professional Development:	
20	Learning Outcomes:	
	1	To identify marketing and advertising interaction in different medias.
	2	To comprehend new consumer trends
	3	To understand social media process
	4	The importance of creativeness and communication in advertisement campaign
	5	Evaluating the importance of factors effecting the campaign strategy
	6	Planning advertising media
	7	To adapt advertising campaigns on social media tools
	8	Internet marketing and social media's importance
	9	To develop measuring method of communication effectiveness
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21	Course Content:	
	Course Content:	
Week	Theoretical	Practice
1	Marketing in 21st Century	
2	Marketing Communication and Integrated Marketing Communication	

3	Advertising and Personal Sales	
4	Public Relations and Sales Promotion	
5	Product, packaging and communication Distribution and marketing Communication Communication dimension of pricing	
6	Direct Marketing Internet Marketing	
7	Sponsorship Brand Positioning Case Marketing	
8	Marketing Communication Planning Process and Organizing Marketing Communication Applications	
9	Principles of Social Media: Passing to Connected Age Web 1.0, Web 2.0	
10	Social Media Marketing	
11	Blogs, Microblogging, Wikis, Social Marking	
12	Media sharing web sites Podcasting Online Social Networks Virtual Worlds	

Activites		Number	Duration (hour)	Total Work Load (hour)
Theoretical	Communication	14	3.00	42.00
Practicals/Labs		0	0.00	0.00
Self study and preparation	Materials, Tutorials, Projects, Assessment	14	3.00	42.00
Homeworks		2	10.00	20.00
Projects		0	0.00	0.00
Field Studies		0	0.00	0.00
Mid-term exams		0	0.00	0.00
Others		1	26.00	26.00
Final Exams		1	50.00	50.00
Total Work Load				180.00
Total Work Load / 30h (Year) Learning Activities to		0	00	6.00
ECTS Credit of the Course				6.00
Contribution of Final Exam to Success Grade		100.00		
Total		100.00		
Measurement and Evaluation Techniques Used in the Course				

24	ECTS / WORK LOAD TABLE
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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	4	4	5	0	0	0	5	0	0	5	0	0	0	0	0

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