

MEDIA PLANNING

1	Course Title:	MEDIA PLANNING
2	Course Code:	PZRS026
3	Type of Course:	Optional
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	3
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	1.00
9	Practice (hour/week):	2.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr.Gör. YALIN FEYZİ KORUKÇU
15	Course Lecturers:	
16	Contact information of the Course Coordinator:	ykorukcu@uludag.edu.tr, Tel: 2615540/60535
17	Website:	
18	Objective of the Course:	To ensure that the students shall be able to have basic knowledge about the companies' relations as clients with advertising agencies, media relations, media planning and media purchasing and their process.
19	Contribution of the Course to Professional Development:	
20	Learning Outcomes:	
	1	Being able to comprehend the place and importance of media in mass communication
	2	Being able to establish and conduct efficient communication with Media corporations
	3	Being able to choose target group focused media and advertising channels
	4	Being able to do media plan
	5	Being able to realize media planning procedures
	6	Being able to purchase media according to media planning
	7	Being able to solve problems confronted during media planning and purchasing
	8	Being able to generate and manage a media budget
	9	Being able to audit the media planning application process
	10	Being able to measure media planning efficiency and to compare with marketing targets
21	Course Content:	
	Course Content:	
Week	Theoretical	Practice
1	Mass communications, media and its importance	Current examples
2	Media planning	Current examples

3	Procedures of media planning	Current examples
4	Media choosing	Current examples
5	Challenges of media planning	Current examples
6	Media vehicles	Current examples
7	Targets of media planning	Current examples
8	Course review and Midterm	
9	Media analysis and strategy	Current examples
10	Basic measurement and calculations, rating, reach, frequency,share	Current examples
11	Audience analysis and measurements	Current examples
12	Media purchasing	Current examples
13	Interpreting of data	Current examples
14	Preparation of media plan	Current examples
22	Textbooks, References and/or Other Materials:	1) Barban, A. M, .Kopec, F.J, Cristol, S. M., Medya Planlama, Epsilon Yayıncılık, İstanbul, 1997 2) Fırlar, Belma Güneri; Reklamda Rekabetin Anahtarı Medya Planlama, Nobel Yayın Dağıtım, İstanbul, 2009 3) Sissors, Jack. Z.; Medya Planı Nasıl Hazırlanır?, MediaCat Kitapları, İstanbul, 2008 4) Özkundakçı, Mehmet; Medya Planlama, Hayat Yayıncılık, İstanbul, 2009
23	Assesment	
TERM LEARNING ACTIVITIES		NUMBE R
Midterm Exam		1
Quiz		0
Home work-project		0
Final Exam		1
Total		2
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		
24	ECTS / WORK LOAD TABLE	

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	1.00	14.00
Practicals/Labs	14	2.00	28.00
Self study and preperation	14	2.00	28.00
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	10.00	10.00
Others	0	0.00	0.00
Final Exams	1	10.00	10.00
Total Work Load			90.00
Total work load/ 30 hr			3.00
ECTS Credit of the Course			3.00

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	0	0	0	5	5	0	0	0	0	0	0	0	0	0
ÖK2	4	4	0	0	0	5	5	0	0	0	0	0	0	0	0	0
ÖK3	4	4	0	0	0	5	5	0	0	0	0	0	0	0	0	0
ÖK4	4	4	0	0	0	5	5	0	0	0	0	0	0	0	0	0
ÖK5	4	4	0	0	0	5	5	0	0	0	0	0	0	0	0	0
ÖK6	4	4	0	0	0	5	5	0	0	0	0	0	0	0	0	0
ÖK7	4	4	0	0	0	5	5	0	0	0	0	0	0	0	0	0
ÖK8	4	4	0	0	0	5	5	0	0	0	0	0	0	0	0	0
ÖK9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK10	0	0	0	0	0	0	0	0	0	0	0	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			