

GENEL TANIM / GENERAL DESCRIPTION

Ders Adı / Course Name	Integrated Marketing Communication / Integrated Marketing Communication	
Ders Kodu / Course Code	ENMD322	
Ders Türü / Course Type		
Ders Seviyesi / Course Level	Bachelor / Bachelor	
Ders Akts Kredi / ECTS	6.00	
Haftalık Ders Saati (Kuramsal) / Course Hours For Week (Theoretical)	3.00	
Haftalık Uygulama Saati / Course Hours For Week (Objected)	0.00	
Haftalık Laboratuar Saati / Course Hours For Week (Laboratory)	0.00	
Dersin Verildiği Yıl / Year	3	
Öğretim Sistemi / Teaching System	Daytime Class / Daytime Class	
Eğitim Dili / Education Language		
Ön Koşulu Olan Ders(ler) / Precondition Courses		
Amacı / Purpose	.	Learn to plan, set up and execute successful integrated marketing campaigns.
İçeriği / Content	.	Identify the goals and the metrics of success for your marketing plan, such as increased sales or market share, brand awareness or a targeted return on investment. Explore strengths, weaknesses, uses and cost of different marketing channels. Test out common tools used to manage and evaluate different types of digital marketing campaigns. Learn to express brand value and selling proposition consistently through all media and customer touch points.
Önerilen Diğer Hususlar / Recommended Other Considerations		
Staj Durumu / Internship Status		
Kitabı / Malzemesi / Önerilen Kaynaklar / Books / Materials / Recommended Reading		
Öğretim Üyesi (Üyeleri) / Faculty Member (Members)	Doç. Dr. Sevda Deneçli	

ÖĞRENME ÇIKTILARI / LEARNING OUTCOMES

1	Öğrenciler, pazarlama iletişimi (IMC) kavramlarını, stratejik planlama sürecini, marka yönetimini ve hedef kitle segmentasyonu hakkında bilgi sahibi olurlar.	Students develop a comprehensive understanding of integrated marketing communication (IMC) concepts, including the strategic planning process, brand management, and audience segmentation.
2	Öğrenciler, pazarlama iletişimi kampanyalarını analiz ederek, reklam, halkla ilişkiler, doğrudan pazarlama ve dijital medya gibi çeşitli tanıtım unsurlarının entegrasyonunu belirleyebilirler.	Students are able to analyze marketing communication campaigns to identify the integration of various promotional elements such as advertising, public relations, direct marketing, and digital media.
3	Öğrenciler, etkili bir şekilde hedef kitlelere ulaşan tutarlı pazarlama iletişim planları oluşturma ve IMC stratejileri geliştirme konusunda pratik beceriler kazanırlar.	Students gain practical skills in developing IMC strategies and creating cohesive marketing communication plans that effectively reach target audiences across multiple channels.
4	Kursun sonunda öğrenciler, pazarlama iletişimi kampanyalarının etkililiğini değerlendirebilirler.	By the end of the course, students demonstrate the ability to evaluate the effectiveness of integrated marketing communication campaigns using key performance indicators and metrics, and make data-driven recommendations for optimization.

HAFTALIK DERS İÇERİĞİ / DETAILED COURSE OUTLINE

Hafta / Week					
1	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	.				
	Introduction				
2	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	1-Intro-to-Communication Theories 2-The Rise of Mass Media				
	1-Intro-to-Communication Theories 2-The Rise of Mass Media				
3	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	3-Concepts and Models 4-Theory of Media and Theory of Society				
	3-Concepts and Models 4-Theory of Media and Theory of Society				
4	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	5-Mass Communication and Culture 6-New Media-New Theory				
	5-Mass Communication and Culture 6-New Media-New Theory				
5	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	7-Duncan & Everet, Client Perceptions of Integrated Communications 8-Schultz & Kitchen, Integrated Marketing Communications in U.S. Ad Agencies				
	7-Duncan & Everet, Client Perceptions of Integrated Communications 8-Schultz & Kitchen, Integrated Marketing Communications in U.S. Ad Agencies				

6	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	9-Vaughn, How Advertising Works: A planning Model Revisited 10-Rossiter, Percy & Donovan, A Better Advertising Planning Grid				
	9-Vaughn, How Advertising Works: A planning Model Revisited 10-Rossiter, Percy & Donovan, A Better Advertising Planning Grid				
7	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	11-Abraham & Lodish, Getting the Most out of Advertising and Promotion				
	11-Abraham & Lodish, Getting the Most out of Advertising and Promotion				
8	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Midterm				
	Midterm				
9	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	12-Kotler & Mindak, Marketing and Public Relations: Should They be Partners or Rivals 13-Kitchen, Public Relations				
	12-Kotler & Mindak, Marketing and Public Relations: Should They be Partners or Rivals 13-Kitchen, Public Relations				
10	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	14-Jones, The Double Jeopardy of Promotions 15-Boddewyn & Leardi, Sales Promotions: Practice, Regulation and Self-regulation around the World				
	14-Jones, The Double Jeopardy of Promotions 15-Boddewyn & Leardi, Sales Promotions: Practice, Regulation and Self-regulation around the World				

11	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	16-Plank & Dempsey, A Framework for Personal Selling to Organizations 17-Ingram, Schwepker & Hudson, Why Salespeople Fail 18-Powers, Should You Increase Sales Promotions or Add Salespeople				
	16-Plank & Dempsey, A Framework for Personal Selling to Organizations 17-Ingram, Schwepker & Hudson, Why Salespeople Fail 18-Powers, Should You Increase Sales Promotions or Add Salespeople				
12	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	19-Peterson, Blattberg & Wang, Database Marketing: Past 20-Fletcher, Wheeler & Wright, Database Marketing: A Channel, a Medium or a Strategic Approach?				
	19-Peterson, Blattberg & Wang, Database Marketing: Past 20-Fletcher, Wheeler & Wright, Database Marketing: A Channel, a Medium or a Strategic Approach?				
13	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	21-Meenaghan, The Role of Sponsorship in the Marketing Communications Mix 22-Erdogan and Kitchen, Managerial Mindsets and the Symbiotic Relationship Between Sponsorship and Advertising				
	21-Meenaghan, The Role of Sponsorship in the Marketing Communications Mix 22-Erdogan and Kitchen, Managerial Mindsets and the Symbiotic Relationship Between Sponsorship and Advertising				
14	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	23-Hoffman & Novak, Marketing in Hypermedia Computer Mediated Environment 24-Kierzkowski, McQuade, Waitman & Zeisser, Marketing to the Digital Consumer				
	23-Hoffman & Novak, Marketing in Hypermedia Computer Mediated Environment 24-Kierzkowski, McQuade, Waitman & Zeisser, Marketing to the Digital Consumer				

DEĞERLENDİRME / EVALUATION

Yarıyıl (Yıl) İçi Etkinlikleri / Term (or Year) Learning Activities	Sayı / Number	Katkı Yüzdesi / Percentage of Contribution (%)
Ara Sınav / Midterm Examination	1	100
Toplam / Total:	1	100
Başarı Notuna Katkı Yüzdesi / Contribution to Success Grade(%):		40

Yarıyıl (Yıl) Sonu Etkinlikleri / End Of Term (or Year) Learning Activities	Sayı / Number	Katkı Yüzdesi / Percentage of Contribution (%)
Final Sınavı / Final Examination	1	100
Toplam / Total:	1	100
Başarı Notuna Katkı Yüzdesi / Contribution to Success Grade(%):		60

Etkinliklerinin Başarı Notuna Katkı Yüzdesi(%) Toplamı / Total Percentage of Contribution (%) to Success Grade:	100
Değerlendirme Tipi / Evaluation Type:	

İŞ YÜKÜ / WORKLOADS

Etkinlikler / Workloads	Sayı / Number	Süresi (Saat) / Duration (Hours)	Toplam İş Yüğü (Saat) / Total Work Load (Hour)
Ara Sınav / Midterm Examination	1	3.00	3.00
Ara Sınav İçin Bireysel Çalışma / Individual Study for Mid term Examination	1	20.00	20.00
Bireysel Çalışma / Self Study	5	7.00	35.00
Ev Ödevi / Homework	5	7.00	35.00
Final Sınavı / Final Examination	1	3.00	3.00
Final Sınavı için Bireysel Çalışma / Individual Study for Final Examination	1	20.00	20.00
Soru-Yanıt / Question-Answer	5	7.00	35.00
Toplam / Total:	19	67.00	151.00

PROGRAM VE ÖĞRENME ÇIKTISI / PROGRAM LEARNING OUTCOMES

Öğrenme Çıktıları / Learning Outcomes	Program Çıktıları / Program Outcomes																
	1.1.1	1.1.2	1.1.3	1.1.4	1.1.5	1.1.6	1.1.7	1.1.8	1.1.9	1.1.10	1.1.11	1.1.12	1.1.13	1.1.14	1.1.15	1.1.16	1.1.17
1.Öğrenciler, pazarlama iletişimi (IMC) kavramlarını, stratejik planlama sürecini, marka yönetimini ve hedef kitle segmentasyonu hakkında bilgi sahibi olurlar. / Students develop a comprehensive understanding of integrated marketing communication (IMC) concepts, including the strategic planning process, brand management, and audience segmentation.																	
2.Öğrenciler, pazarlama iletişimi kampanyalarını analiz ederek, reklam, halkla ilişkiler, doğrudan pazarlama ve dijital medya gibi çeşitli tanıtım unsurlarının entegrasyonunu belirleyebilirler. / Students are able to analyze marketing communication campaigns to identify the integration of various promotional elements such as advertising, public relations, direct marketing, and digital media.																	
3.Öğrenciler, etkili bir şekilde hedef kitlelere ulaşan tutarlı pazarlama iletişim planları oluşturma ve IMC stratejileri geliştirme konusunda pratik beceriler kazanırlar. / Students gain practical skills in developing IMC strategies and creating cohesive marketing communication plans that effectively reach target audiences across multiple channels.																	

4.Kursun sonunda öğrenciler, pazarlama iletişimi kampanyalarının etkililiğini değerlendirebilirler. / By the end of the course, students demonstrate the ability to evaluate the effectiveness of integrated marketing communication campaigns using key performance indicators and metrics, and make data-driven recommendations for optimization.																	
---	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Katkı Düzeyi / Contribution Level : 1-Çok Düşük / Very low, 2-Düşük / Low, 3-Orta / Moderate, 4-Yüksek / High, 5-Çok Yüksek / Very high