

**School of Communication / Public Relations and Advertising (English)**

**2023 - 2024 Academic Year**

**MEDIA PLANNING**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
MEDIA PLANNING	PR4112014	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Assist.Prof. Esra OĞUZHAN				
<b>Name of Lecturer(s)</b>	Assist.Prof. Esra OĞUZHAN				
<b>Assistant(s)</b>	Related reports and analysis				
<b>Aim</b>	By making strategic media planning analysis;To be able to manage the media planning budget by determining the target audience, Measurements, Media planning strategies.				
<b>Course Content</b>	This course contains; Introduction to media planning,Sample media plan presentation,Relationships between media, advertising and consumers,Basic measurements and calculations,Marketing strategy and media planning,Applied media plan work,Strategy planning 1: who, where and when?,Strategy planning 2: weighting, reach and frequency,Choosing media classes,Media planning principles,Creative media plan studies,Evaluating and selecting media tools.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
prepares a detailed media plan of a selected product in a certain period			16, 9	A, E	
Gaining the ability to measure consumer trends, media buying, media tools			16, 9	A, E	
Inter-channel comparison, developing a strategy according to the advantages and disadvantages of each medium.			16, 9	A, E	
<b>Teaching Methods</b>	16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, E: Homework				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introduction to media planning				
2	Sample media plan presentation				
3	Relationships between media, advertising and consumers				
4	Basic measurements and calculations				
5	Marketing strategy and media planning				
6	Applied media plan work				
7	Strategy planning 1: who, where and when?				
8	Strategy planning 2: weighting, reach and frequency				
9	Choosing media classes				
10	Media planning principles				
11	Creative media plan studies				
12	Evaluating and selecting media tools				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			
<b>Resources</b>					
Advertising Media Planning by Jack Z. Scissors and Roger B. Baron <a href="http://homes.ieu.edu.tr/~smisci/PRA%20301/AO_MedyaPlanlama_Kaynak.pdf">http://homes.ieu.edu.tr/~smisci/PRA%20301/AO_MedyaPlanlama_Kaynak.pdf</a>					