

**School of Communication / Public Relations and Advertising**

**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	HR4110491	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Assist.Prof. Saadet UĞURLU				
<b>Name of Lecturer(s)</b>	Assist.Prof. Saadet UĞURLU				
<b>Assistant(s)</b>	Dr. Saadet Uğurlu				
<b>Aim</b>	The successive introduction of new technologies with the large investments made in this sector has become compulsory to comprehend the whole of this sector which is in constant expansion and renewal and to solve its logic, trends and dynamics. The aim of this course is to make a media plan of traditional and new media with high frequency and access with appropriate budget for the right target audience.				
<b>Course Content</b>	This course contains; Media, mass media and general definitions.,The concept of media planning, its current importance and target audience.,Traditional media 1: Tv (Usage areas, benefits, issues to be considered, concepts primetime on / off, channel, generation, frequency),.Traditional Media 2: Radio (areas of use, benefits, important considerations, drivetime, jingling, etc.),.Traditional Media3: Outdoor (Stall, billboard, wall, ...), Guerilla.,Traditional Media 4: Journal (advertorial, editorial),.7. Traditional Media 5: Newspaper Usage areas, benefits, important issues (sutunXantim, belly, insert, tape),Developing consumer, changing behavior.,Digital Media Planning and Purchasing, Examples of Digital Advertising.,Mobile Advertising and examples.,Search Engine Marketing (SEM) -Search Engine Optimization (SEO) -Search Engine Advertising (SEA),.Social Media Advertising - e WOMM, Influencer,Real Time Marketing and Data Management.,Ethics in Digital Advertising..				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
At the end of this course, the student;1. will be able to explain the functions of media planning.2. will be able to define the traditional and new media models of media planning.3. will be able to plan and implement media planning strategies.4. will be able to organize the creative process of traditional and digital advertising campaigns.			10, 14, 16, 2, 4	A, D, F	
<b>Teaching Methods</b>	10: Discussion Method, 14: Self Study Method, 16: Question - Answer Technique, 2: Project Based Learning Model, 4: Inquiry-Based Learning				
<b>Assessment Methods</b>	A: Traditional Written Exam, D: Oral Exam, F: Project Task				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Media, mass media and general definitions.	Can examine course concepts			
2	The concept of media planning, its current importance and target audience.	The first chapter of the book 'Under the Radar Communication' can be read			
3	Traditional media 1: Tv (Usage areas, benefits, issues to be considered, concepts primetime on / off, channel, generation, frequency).	The first chapter of the book 'Under the Radar Communication' can be read			
4	Traditional Media 2: Radio (areas of use, benefits, important considerations, drivetime, jingling, etc.).	The first chapter of the book 'Under the Radar Communication' can be read			
5	Traditional Media3: Outdoor (Stall, billboard, wall, ...), Guerilla.	The first chapter of the book 'Under the Radar Communication' can be read			
6	Traditional Media 4: Journal (advertorial, editorial).	The first chapter of the book 'Under the Radar Communication' can be read			
7	7. Traditional Media 5: Newspaper Usage areas, benefits, important issues (sutunXantim, belly, insert, tape)	The first chapter of the book 'Under the Radar Communication' can be read			
8	Developing consumer, changing behavior.	The presentation on the subject loaded in the course file can be examined.			
9	Digital Media Planning and Purchasing, Examples of Digital Advertising.	Sample campaigns can be examined			
10	Mobile Advertising and examples.	Sample campaigns can be examined			
11	Search Engine Marketing (SEM) -Search Engine Optimization (SEO) -Search Engine Advertising (SEA).	The presentation on the subject loaded in the course file can be examined.			
12	Social Media Advertising - e WOMM, Influencer.	The relevant presentation loaded in the course file can be examined.			
13	Real Time Marketing and Data Management.	The presentation on the subject loaded in the course file can be examined.			
14	Ethics in Digital Advertising.	Basic concepts can be examined			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>	
1.	Mehmet Özkundakçı: Medya Planlama, Hayat Yay.,2009.
2.	Jonathan Bond,R. Kirshenbaum: Radar Altı İletişim, Mediacat Yay.,2003.
3.	Sergio Zyman: Bildiğiniz Reklamcılığın Sonu, Mediacat Yay.,2003.