

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

CASE STUDIES in MARKETING COMMUNICATION

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CASE STUDIES in MARKETING COMMUNICATION	HR2273640	Spring Semester	1+2	2	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assoc.Prof. Korhan MAVNACIOĞLU				
Name of Lecturer(s)	Assoc.Prof. Korhan MAVNACIOĞLU				
Assistant(s)					
Aim	Within the scope of the course; It is aimed to gain a perspective on the application of marketing communication, especially the disciplines of public relations and advertising under the roof of marketing communication, as well as the elements of marketing communication in detail and with various examples.				
Course Content	This course contains; Marketing Concept and Marketing Dynamics,Pazarlama İletişimi Kavramı ve Gelişimi,Integrated Marketing Communications,Integrated Marketing Communications: Strategy and Objectives,Elements of Integrated Marketing Communication: Public Relations,Elements of Integrated Marketing Communication: Advertising,Elements of Integrated Marketing Communication: Direct Marketing & Personal Selling,Elements of Integrated Marketing Communication: Brand and Brand Management,Elements of Integrated Marketing Communication: Sponsorship,Elements of Integrated Marketing Communication: Sales Promotion,Campaign Examples,Campaign Examples,Campaign Analysis Presentations,Campaign Analysis Presentations & General Evaluation.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Defines the concepts of marketing communication			13, 16, 9	E, F	
Uses the tools in marketing communication effectively				E, F	
Plans a communication strategy for a marketing communication campaign			13, 16, 9	E, F	
Teaching Methods	13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Marketing Concept and Marketing Dynamics	Literature review on the concept of marketing			
2	Pazarlama İletişimi Kavramı ve Gelişimi	Reading articles on the concept of marketing communication			
3	Integrated Marketing Communications	Examination of websites on marketing communication			
4	Integrated Marketing Communications: Strategy and Objectives	Researching the concept of strategy			
5	Elements of Integrated Marketing Communication: Public Relations	Examination of public relations examples			
6	Elements of Integrated Marketing Communication: Advertising	Examination of advertisement examples			
7	Elements of Integrated Marketing Communication: Direct Marketing & Personal Selling	Examination of direct marketing and personal sales examples			
8	Elements of Integrated Marketing Communication: Brand and Brand Management	Investigation of the concept of brand			
9	Elements of Integrated Marketing Communication: Sponsorship	Examination of sponsorship examples			
10	Elements of Integrated Marketing Communication: Sales Promotion	Investigation of the concept of sales promotion			
11	Campaign Examples	Analysing shared campaigns			
12	Campaign Examples	Analysing shared campaigns			
13	Campaign Analysis Presentations	Preparation of campaign analysis presentations			
14	Campaign Analysis Presentations & General Evaluation	Preparation of campaign analysis presentations			
Evaluation Methods			Weight(%)		
Midterm Exam			40		
General Exam			60		

Resources
Marketing Management with Cases, İsmail Kaya, Istanbul University Publications, 2003. Marketing: Principles, Management, Case Studies, Cemal Yükselen, Detay Publishing, 2015. Marketing Mix and Case Studies, Editor: Fikret Yaman, Kriter Publishing House, 2017. Marketing cases in Turkey: challenges and opportunities, Thompson, Donald N., Gazi Kitabevi, 2006.