

Vocational School of Social Sciences / Public Relations and Advertising

2022 - 2023 Academic Year

MEDIA PLANNING and PURCHASING

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
MEDIA PLANNING and PURCHASING	HIT2132910	Fall Semester	2+0	2	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	Short Cycle (Associate's Degree)				
Course Type	Elective				
Course Coordinator	Lect. Sonia LOTFI				
Name of Lecturer(s)	Lect. Emine AKBAŞ DEMİRKAN, Lect. Üsame Talha BAŞARAN, Lect. Sonia LOTFI				
Assistant(s)					
Aim	Students comprehend the basic principles of media planning and buying, learn the functions of media planning and buying agencies, media planning and buying process, it is intended to have detailed knowledge about.				
Course Content	This course contains; Overview of the Advertising and Advertising Sector,Advertising Types and Advertising Campaign Processes,Advertising Channels,The concept of media planning and purchasing,Media Planning and Purchasing Sector Overview,Creating Media Planning and Purchasing Strategy,Basic Concepts in Media Planning and Purchasing-1,Basic Concepts in Media Planning and Purchasing-2,Measurement Techniques Used in Media Planning and Purchasing-1,Measurement Techniques Used in Media Planning and Purchasing-2,Media Planning Models,Creating a Media Plan- Review of Media Plan Examples,Media Purchasing Processes- Review of Media Purchasing Examples,Problems in Media Planning and Purchasing Processes.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1.Understands the role and importance of media planning in marketing communications.			1, 2	A	
2.Defines the processes of Media Planning and Purchasing.			1, 2	A	
3.Understand the tools and methods of Media Planning.			1, 2	A	
4.Defines Media Planning and Purchasing strategies.			1, 2	A	
Teaching Methods	1: Lecture, 2: Question - Answer				
Assessment Methods	A: Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Overview of the Advertising and Advertising Sector				
2	Advertising Types and Advertising Campaign Processes				
3	Advertising Channels				
4	The concept of media planning and purchasing				
5	Media Planning and Purchasing Sector Overview				
6	Creating Media Planning and Purchasing Strategy				
7	Basic Concepts in Media Planning and Purchasing-1				
8	Basic Concepts in Media Planning and Purchasing-2				
9	Measurement Techniques Used in Media Planning and Purchasing-1				
10	Measurement Techniques Used in Media Planning and Purchasing-2				
11	Media Planning Models				
12	Creating a Media Plan- Review of Media Plan Examples				
13	Media Purchasing Processes- Review of Media Purchasing Examples				
14	Problems in Media Planning and Purchasing Processes				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Reklamda Rekabetin Anahtarı Medya Planlama, Belma Güneri Fırlar, Nobel Yayınları, Ankara, 2012. Medya Planı Nasıl Hazırlanır?, Jack Z. Sissors ve Roger B. Baron, Mediacat Yayınları, İstanbul, 2008.Bütünleşik Reklam, Tutundurma ve Pazarlama İletişimi, Nobel Yayınları, Ankara, 2016. Reklam ve Medya Planlaması, Gülbuğ Erol, Beta Yayınları, Ankara, 2007. Medya Planlaması, Bilgen Başal, Çantay Kitabevi, İstanbul, 1998. Reytıng Gerçeği, Başar Hatırnaz, Nobel Yayınları, Ankara, 2007.