

**School of Communication / Public Relations and Advertising**  
**2023 - 2024 Academic Year**  
**AGENCY MANAGEMENT**  
**Syllabus**

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
AGENCY MANAGEMENT	HR4210499	Spring 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>	Elective				
<b>Course Coordinator</b>	Assoc.Prof. Korhan MAVNACIOĞLU				
<b>Name of Lecturer(s)</b>	Assoc.Prof. Korhan MAVNACIOĞLU				
<b>Assistant(s)</b>					
<b>Aim</b>	In this course, how to set up an agency, agency types, agency units, the building blocks necessary for the management of the agency and how to manage an agency will be taught.				
<b>Course Content</b>	This course contains; Introduction, course content and information about the course.,Information about the development of advertising agencies.,Types of advertising agencies.,Sections of the advertising agency.,Advertising agency - customer relationship.,Workflow in Media Agencies.,Organizational structure and pricing in advertising agencies.,Teamwork and Problem Management in Agency Management,Advertising agency review presentations.,Advertising agency review presentations.,Advertising agency review presentations.,Advertising agency review presentations.,Advertising agency review presentations.,Advertising agency review presentations.,Advertising agency review presentations.,Advertising agency review presentations.,Advertising agency review presentations.,Advertising agency review presentations..				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Understands the structure and functioning of communication agencies			13, 16, 9	E, F	
Understands the functioning of the agency management process			13, 16, 9	E, F	
Carries out customer relations process in agency management			13, 16, 9	E, F	
Plans the project processes produced in agencies			13, 16, 9	E, F	
Prepares briefs for advertising processes			13, 16, 9	E, F	
<b>Teaching Methods</b>	13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	E: Homework, F: Project Task				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introduction, course content and information about the course.	Examining the websites of communication agencies			
2	Information about the development of advertising agencies.	Examination of shared advertising agencies			
3	Types of advertising agencies.	Reading the shared article			
4	Sections of the advertising agency.	Reading the shared article			
5	Advertising agency - customer relationship.	Examination of rvd.org.tr website			
6	Workflow in Media Agencies.	Examination of shared media agencies			
7	Organizational structure and pricing in advertising agencies.	Reading the shared article			
8	Teamwork and Problem Management in Agency Management	Examining shared case studies			
9	Advertising agency review presentations.	Preparation of the presentation			
10	Advertising agency review presentations.	Preparation of the presentation			
11	Advertising agency review presentations.	Preparation of the presentation			
12	Advertising agency review presentations.	Preparation of the presentation			
13	Advertising agency review presentations.	Preparation of the presentation			
14	Advertising agency review presentations.	Preparation of the presentation			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			
<b>Resources</b>					
İşıl Karpat Aktuğlu, Ayşen Temel Eğinli, Sema Misci, Temel Kavramlarla Reklam Ajansı - Reklam veren İşlikleri, Nobel Yayınları, 2018.					
Candan Çelik Dural, Medya Planlaması ve Reklamverenin Ajans Seçimi, Türkiye Gazeteciler Cemiyeti Yayınları, 2016.					