

School of Communication / New Media and Communication Systems

2024 - 2025 Academic Year

DIGITAL MEDIA PLANNING

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
DIGITAL MEDIA PLANNING	YMİ4114122	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Saadet UĞURLU				
Name of Lecturer(s)	Assist.Prof. Saadet UĞURLU				
Assistant(s)					
Aim	The aim of lesson; Understands and applies how to produce original and interactive content in line with the habits of internet users, how these content should be optimized, how they should be marketed and presented to the right target audience with appropriate tools.				
Course Content	This course contains; Development processes from traditional media to new media,Social Status Scale and generations general information,Types of traditional advertising and its features,Internet advertising types and features,New consumer behavior,New and social media marketing,Reviewing previous course topics,Alternative advertising tools on the internet,Data Management on the Internet 1,Data Management on the Internet 2,Examination of digital media planning with examples from today,Sectoral example ,Student presentation and general evaluation,Student presentation and general evaluation.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
4.Applies and interprets digital strategies in content production.			10, 2, 9	A, E	
1. Summarizes the differences between traditional media and new media.			10, 9	A, E	
2. Explain the types of internet advertising.			10, 11, 9	A, E	
3. Evaluates digital content topics and consumed content.			10, 9	A, F	
Teaching Methods	10: Discussion Method, 11: Demonstration Method, 2: Project Based Learning Model, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Development processes from traditional media to new media	Course concepts can be examined			
2	Social Status Scale and generations general information	Basic concepts can be examined			
3	Types of traditional advertising and its features	The presentation available in the course files can be examined.			
4	Internet advertising types and features	The presentation available in the course files can be examined.			
5	New consumer behavior	The presentation available in the course files can be examined.			
6	New and social media marketing	Pages 74-151 of the book 'Strategic Communication Management in New Media' can be read.			
7	Reviewing previous course topics	Course concepts can be examined			
8	Alternative advertising tools on the internet	Pages 151-181 of the book 'Strategic Communication Management in New Media' can be read.			
9	Data Management on the Internet 1	The loaded presentation in the course files can be examined.			
10	Data Management on the Internet 2	The loaded presentation in the course files can be examined.			
11	Examination of digital media planning with examples from today	Sample campaigns can be examined			
12	Sectoral example	Guest and sector can be researched			
13	Student presentation and general evaluation	Group work preparations 1			
14	Student presentation and general evaluation	Group work preparations 2			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources	
C. Chapman, A. Handley, Dijital Çağda İçerik Yönetiminin Kuralları, Mediacat Yayınları, 2016.	
2. S. Uğurlu, Yeni Medya'da Stratejik İletişim Yönetimi, Beta Yayınları, 2017	
3. Mehmet Özkundakçı: Medya Planlama, Hayat Yay.,2009.	
4. Jonathan Bond,R. Kirshenbaum: Radar Altı İletişim, Mediacat Yay., Yay.,2003.	
5. Sergio Zyman: Bildiğiniz Reklamcılığın Sonu, Mediacat Yay.,2003.	
6. S. Uğurlu's lecture and sectoral notes	
1. Gerald Zaltman: Tüketici Nasıl Düşünür? MediaCat yay. ,2003.	
2. Metin İnceoğlu: Tutum Algı İletişim, Siyasal Yay., 2011.	