

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

AGENCY MANAGEMENT

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
AGENCY MANAGEMENT	PR4212027	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Prof.Dr. Ayşen AKYÜZ				
Name of Lecturer(s)	Lect.Dr. Koktay Irmak KÖSEOĞLU				
Assistant(s)					
Aim	The aim of this course is to provide the student with a detailed knowledge of communication agency management.				
Course Content	This course contains; Introduction and course overview ,Agency structure ,Finding clients ,Before, During and After Meetings ,Crisis Communication and Media Relations,Guest speaker ,Social media for clients,Building, managing and sustaining brands,Building, managing and sustaining brands ,Jobs in advertising ,Managing an advertising agency,Student presentations,Student presentations ,Student presentations .				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Have knowledge about agency management. .2. Understands how agencies work.3. Learns the creative and intellectual process in agencies. 4. Have knowledge about crisis communication and media relations. 5. Learns the agency structure.			10, 13, 16, 9	A, F	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction and course overview				
2	Agency structure				
3	Finding clients	The PR Agency Handbook Chapter 2 Ogilvy on Advertising Chapter 5			
4	Before, During and After Meetings	The PR Agency Handbook Chapter 4			
5	Crisis Communication and Media Relations	The PR Agency Handbook Chapter 5			
6	Guest speaker				
7	Social media for clients	The PR Agency Handbook Chapter 6			
8	Building, managing and sustaining brands	The Pr Agency Handbook Chapter 8			
9	Building, managing and sustaining brands	The PR Agency Handbook Chapter 8			
10	Jobs in advertising	Ogilvy on Advertising Chapter 3			
11	Managing an advertising agency	Ogilvy on Advertising Chapter 4			
12	Student presentations	Role playing. A day in an agency...			
13	Student presentations	Role playing. A day in an agency...			
14	Student presentations	Role playing. A day in an agency...			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources	
1.	The PR Agency Handbook, Regina M. Luttrell, Luke W. Capizzo
2.	Ogilvy on Advertising, David Ogilvy articles