



ESOGU Faculty of Art and Design
Industrial Design Department
COURSE INFORMATION FORM

SEMESTER	Fall
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COURSE CODE	1411xx	COURSE NAME	MARKETING COMMUNICATION
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SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Laboratory	Credit	ECTS	Type	Language
7	2	0	0	2	3	COMPULSORY () ELECTIVE (X)	Turkish

COURSE CATEGORY

Basic Education	Design	Natural and Applied Science	Social Science	Art
	X			

ASSESSMENT CRITERIA

	Evaluation Type	Quantity	%
	MID-TERM	1st Mid-Term	1
2nd Mid-Term			
Quiz			
Homework			
Project			
Report			
Others (.....)			
FINAL EXAM		1	60

PREREQUIEITE(S)	N/A
COURSE DESCRIPTION	Concept and scope of marketing communication, Advertising activities and management, Sales and promotion, Communication dimension of marketing tools, Purpose-oriented marketing, Brand communication, Communication process planning and ethical dimension.
COURSE OBJECTIVES	The aim of this course is to teach which areas of marketing communication can be used in product marketing.
ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	1) The ability to comprehend the basic concepts, elements and principles of visual communication design and communication, its history, and to establish its relations with other disciplines 2) The ability to analyze by questioning and thinking critically, to reflect this on their designs and to offer appropriate solutions to problems
COURSE OUTCOMES	As a result of this course, the student will be able to 1) interpret the importance and scope of marketing communication 2) will be able to discuss marketing communication approaches and applications.
TEXTBOOK	1) TAŞOĞLU, N.P., Pazarlama İletişimi: Bütünleşik Bir Yaklaşım, Detay Yayıncılık, 2009, ISBN: 9786055681319 2) MEERMAN, D.S., Pazarlamanın ve İletişimin Yeni Kuralları, MediaCat, 2009, ISBN: 9786055755126
OTHER REFERENCES	1) MediaCat Dergisi 2) Pazarlama Dünyası Dergisi 3) Marketing Türkiye Dergisi
TOOLS AND EQUIPMENTS REQUIRED	N/A

WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Marketing Communication Concept and Scope
2	Advertising Events and Management
3	Public Relations Types and Tools
4	Personal Sales and Sales Force Management
5	sales Promotion Mix and Management
6	Communication Dimension of Product and Packaging
7	Communication Dimension of Product and Packaging
8	Mid-Term
9	Communication Dimension of Distribution and Price
10	Direct Marketing
11	Sponsorship and Purpose-Oriented Marketing
12	Brand Communication and Brand Placement
13	Marketing Communication Planning Process
14	Social Responsibility and Ethical Dimension of Marketing Communication
15	Social Responsibility and Ethical Dimension of Marketing Communication
16	Final Exam

NO	PROGRAM OUTCOMES	Contribution Level		
		3	2	1
1	Within cultural, historical and artistic context the ability to integrate theoretical knowledge about production and consumption mechanisms into the design practice;			x
2	The ability to plan the design process, to choose and use appropriate methods and techniques;	x		
3	The ability to identify design problems and related sub-problems and to produce creative solutions with a critical and dialectical approach;			x
4	The ability to design in terms of spatial thinking using design principles and elements;			x
5	The ability to make applications in the interaction of aesthetics and function using design elements and means and to evaluate these applications;			x
6	The ability to visualize and present using two and three dimensional design tools;			x
7	The ability to follow and apply technological developments, current design approaches, sustainable production methods, materials and innovations in the field of informatics in design projects;			x
8	The ability to use field knowledge in industrial design projects by considering the needs and interests of the society and target users within the scope of environmental awareness, professional ethics and the laws;	x		
9	The ability to carry out the design process effectively individually or in a team;			x
10	The ability to take an active role in discipline-specific or interdisciplinary studies at the national and international levels.			x

1: None. 2: Partial contribution. 3: Complete contribution.

Instructor(s):

Signature:

Date: