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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Pazarlama İletişimi** | |  | 3 | 3+1 | 3,5 | 5 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Design Amacı | Öğrenciye bütünleşik pazarlama iletişimi faaliyetleri ve süreçleri hakkında temel bilgileri kazandırmaktır. Bu amaçla, tutundurma stratejilerinin iletişim faaliyetlerine dönüşme süreci, bütünleşik pazarlama iletişiminin temelinde yer alan iletişim kanalı ve kanal elemanları ile her bir iletişim karması elemanının özellikleri, amaçları, uygun medya seçimi ve işletmenin iletişim karması ile pazarlama karmasının entegrasyonları konuları işlenecektir. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1.Öğrenci, pazarlama iletişimi faaliyetlerinin pazarlama karması içerisindeki önemini kavrar.  2.Kişisel satış, reklam, doğrudan pazarlama, satış geliştirme, halkla ilişkiler ve dijital pazarlama faaliyetlerinin işlevlerini anlar.  3.Pazarlama iletişimine konu olan çevreleri ve medyaları analiz eder.  4.Pazarlama iletişimi karmasını kullanarak bir işletmenin pazarlarıyla nasıl iletişime geçtiğini anlar. | | | | | | | Dersin İçeriği | İletişim kavramı, bütünleşik pazarlama iletişimi, bütünleşik pazarlama iletişimi karması. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | İletişim Kavramı | | | | | | | 2 | Pazarlama Iletişimi Kavramına Giriş | | | | | | | 3 | Bütünleşik Pazarlama Iletişimi: Tutundurma Unsurlarının Eşgüdümlenmesi | | | | | | | 4 | Pazarlama İletişimi Karması Unsurları | | | | | | | 5 | Reklam Kavramı ve Reklamın Sınıflandırılması | | | | | | | 6 | Halkla İlişkiler | | | | | | | 7 | Kişisel Satış | | | | | | | 8 | Kişisel Satış Türleri ve Süreci | | | | | | | 9 | Satış Tutundurma | | | | | | | 10 | Tüketicilere, Aracılara ve Satış Gücüne Yönelik Tutundurma Araçları | | | | | | | 11 | Doğrudan Pazarlama | | | | | | | 12 | Ürün, Ambalaj, Fiyat Ve Dağıtımın Iletişim Yönü | | | | | | | 13 | Diğer Pazarlama Iletişimi Araçları | | | | | | | 14 | Pazarlama İletişimi Planlama Süreci | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Odabaşı Y ve Oyman, M. (2013). *Pazarlama iletişim yönetimi,* Mediacat Yayınları. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | **PÇ11** | | **ÖÇ1** | 5 | | 4 | 4 | | 3 | 3 | | 4 | 3 | | 3 | 2 | | 2 | 5 | | **ÖÇ2** | 5 | | 4 | 5 | | 3 | 3 | | 4 | 4 | | 3 | 2 | | 2 | 5 | | **ÖÇ3** | 5 | | 5 | 5 | | 4 | 4 | | 4 | 4 | | 3 | 3 | | 2 | 5 | | **ÖÇ4** | 5 | | 5 | 5 | | 4 | 3 | | 4 | 4 | | 3 | 3 | | 2 | 5 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | **PÇ11** | | Pazarlama İletişimi | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 2 | 5 | |