



## MARK 308 / Marketing Communications

**Quarter:** Fall 2015

**Lecture times and place:** Fridays 17:30 – 20:30, D119

**Instructor:** Günay SADIKOĞLU

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**Office Hours:** by appointment

### COURSE DESCRIPTION

This course examines marketing communications strategies, tools and media that can be used by marketers to ensure effective communications with customers.

The course aims to increase students' understanding of the key issues, theories, strategies and tactics associated with marketing communication decisions and to provide analytical skills useful for the planning, implementation, and evaluation of various elements of the promotional mix, including advertising, sales promotions, public relations and online marketing.

### LEARNING OUTCOMES

By the end of this course it is expected that the student will be able to:

- To introduce students to the principle and basic concept of marketing communication process in a streamlined integrated marketing strategy.

- To provide students with an in-depth understanding of integrated marketing concepts, principles, and terminology in both business and nonprofit environments.
- To understand the role of integrated marketing communications, and the professionals who practice it, in an organization.
- To know how broadcast media (e.g., television, radio), print media (e.g., magazines, newspapers), support media (e.g., outdoor advertising), direct marketing (e.g., direct mail), and interactive media (e.g., the Internet) are used in IMC.
- To translate theory into practice by analyzing a number of pragmatic examples and case studies of real-world experiences.

***You should expect to spend at least ten hours a week on coursework. This includes reading assigned chapters of the textbook and case studies, reviewing advertisements, researching the Internet, preparing and posting written assignments, and reading and posting responses to notes posted by your classmates.***

## **LEARNING RESOURCES**

“Advertising and Promotion: An Integrated Marketing Communications Perspective” by George E. Belch and Michael A. Belch, (10 th ed)

“ Integrated Advertising, Promotion and Marketing Communications ” by Kenneth E. Clow and Donald E. Baack, (7 th ed)

*Additional materials such as case studies, readings etc will be made available to course participants during the course. It is expected that reading of relevant chapters of the text, as on the course outline, will be done prior to commencement of the week’s lectures for which the reading relates.*

## **COURSE EVALUATIONS**

Class Participation ( 10% )

Written Report and Presentation (20% )

Midterm Exam (30%)

Final Exam ( 40% )