



FACULTY OF MEDICINE (in English)
COURSE DESCRIPTION

Name of the Course Unit	Code	Year	Semester	In-Class Hours (T+P)	Credit	ECTS Credit
Integrated Marketing Communications	BUS350	3	Summer School	3+2	4	6.0

General Information

Language of Instruction	English
Level of the Course Unit	Bachelor's Degree, First Cycle Programme
Type of the Course	Compulsory
Mode of Delivery of the Course Unit	Blended Mobility
Work Placement(s)	
Requirement for the Course Unit	Yes
Coordinator of the Course Unit	Assoc.Prof.Dr. Ali Efe İRALI
Instructor(s) of the Course Unit	Assoc.Prof.Dr. Ali Efe İRALI
Assistant(s) of the Course Unit	-

Prerequisites and/or co-requisites of the course unit

Prerequisites and/or co-requisites course I	No prerequisite/co-requisite course
Prerequisites and/or co-requisites course II	No prerequisite/co-requisite course
Prerequisites and/or co-requisites course III	No prerequisite/co-requisite course

CATEGORY OF THE COURSE UNIT

Category of the Course Unit	Degree of Contribution (%)
Fundamental Course in the field	% 40
Course providing specialised skills to the main field	% 20
Course providing supportive skills to the main field	% 20
Course providing humanistic, communication and management skills	-
Course providing transferable skills	% 20

Objectives and Contents

Objectives of the Course Unit	The course aims to provide the ability to make comments and understand the main principles of marketing which includes operations and strategies. It is planned to explain the main operatives of marketing and consumer parties in the context of digital technologies, traditional factors, and the linked elements related to the supply chain. Within this scope, the unique models of marketing will be mentioned and financial principles will be detailed under critical headlines such as physical, virtual, and other production places of the digital environments.
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The course offered by the Department of Business Administration within the Faculty of Economics and Administrative Sciences is designed to equip students with the insights and capabilities to critically analyze and understand the fundamental principles of marketing, encompassing both strategies and operations. This comprehensive program aims to delve into the core aspects of marketing and consumer behavior, emphasizing the integration of digital technologies, traditional factors and the interconnected elements of the supply chain. Students will explore the various unique models of marketing and gain an in-depth understanding of financial principles across different production landscapes, including physical and virtual environments within digital realms. Upon successful completion of this course, students will be adept at interpreting general marketing principles through a multi-disciplinary lens, explaining the intricacies of business planning and analyzing marketing operations using a range of models and methods. This course is specifically tailored for students with a keen interest in marketing and related fields, including but not limited to social sciences, international relations, humanities, arts, communication (encompassing new media, journalism, radio-tv, cinema and public relations), political science, economics, business administration, as well as design-oriented disciplines (such as game design, graphic design, animation) and computer engineering.

Contents of the Course Unit

No	Key Learning Outcomes of the Course Unit <i>On successful completion of this course unit, students/learners will or will be able to:</i>
1	Interpret General Marketing Principles Through Multi-disciplinary Ecosystems
2	Explain Business Planning
3	Analyze Processes Together with Models and Methods in terms of Marketing Operations

Learning Activities & Teaching Methods of the Course Unit

Learning Activities & Teaching Methods of the Course Unit	<input checked="" type="checkbox"/>	Lecture & In-Class Activities	<input type="checkbox"/>	Land Surveying
	<input checked="" type="checkbox"/>	Group Work	<input type="checkbox"/>	Laboratory
	<input checked="" type="checkbox"/>	Reading	<input type="checkbox"/>	Assignment (Homework)
	<input checked="" type="checkbox"/>	Project Work	<input type="checkbox"/>	Seminar
	<input type="checkbox"/>	Internship	<input type="checkbox"/>	Technical Visit
	<input type="checkbox"/>	Web Based Learning	<input type="checkbox"/>	Implementation/Application/Practice
	<input type="checkbox"/>	Practice at a workplace	<input type="checkbox"/>	Occupational Activity
	<input type="checkbox"/>	Social Activity	<input type="checkbox"/>	Thesis Work
	<input type="checkbox"/>	Field Study	<input type="checkbox"/>	Report Writing

Daily Course Contents and Study Materials for Preliminary & Further Study

Days	Topics (Subjects)	Preparatory & Further Activities
1	Overview of Communication Mediums, Marketing & IMC	<i>No file found</i>
2	Understanding of Consumer Behavior	<i>No file found</i>
3	Individual & Organizational Sales Strategies	<i>No file found</i>
4	Interactive Media & Digital Environments	<i>No file found</i>

5	Entertainment as a Promotion Tool in IMC	<i>No file found</i>
6	Physical and Virtual Products in Retail Marketing	<i>No file found</i>
7	Advertising and Promotion Techniques, Sales, Sponsorships, Publicity & Public Relations	<i>No file found</i>
8	Evaluation Methods & Key Performance Indicators for IMC	<i>No file found</i>
9	Cutting Edge Technologies like Virtual and Augmented Reality (AR) Based Applications in IMC	<i>No file found</i>
10	Sentimental & Content Analysis Procedures for IMC in the Context of Natural Language Processing Tools	<i>No file found</i>

SOURCE MATERIALS & RECOMMENDED READING

- 1- Kitchen, P. J., & Burgmann, I. (2010) . Wiley International Encyclopedia of Marketing, edited by Jagdish N. Sheth and Naresh K. Malhotra.
- 2- Kerr, Gayle, Schultz, Don, Patti, Charles, & Ilchul, Kim(2008)An inside-out approach to integrated marketing communication: an international analysis.International Journal of Advertising, 27(4), pp. 511-548.
- 3- Finne, K., & Grönroos, C. (2017, April 10). Communication-in-use: customer-integrated marketing communication. *European Journal of Marketing*, 51(3), 445–463. <https://doi.org/10.1108/ejm-08-2015-0553>
- 4- Morgan, R. (1996, December). An internet marketing framework for the World Wide Web (WWW). *Journal of Marketing Management*, 12(8), 757–775. <https://doi.org/10.1080/0267257x.1996.9964451>

MATERIAL SHARING

Course Notes	<i>No file found</i>
Presentations	<i>No file found</i>
Homework	<i>No file found</i>
Exam Questions & Solutions	<i>No file found</i>
Useful Links	<i>No file found</i>
Video and Visual Materials	<i>No file found</i>
Other	<i>No file found</i>
Announcements	<i>No file found</i>

Theoretical

No	PROGRAMME LEARNING OUTCOMES	LEVEL OF CONTRIBUTION*					
		0	1	2	3	4	5
1	Comprehend the fundamental concepts and theories of business administration science.				X		
2	Analyze the relationships between fundamental concepts and theories of business administration science.			X			
3	Illustrate the theoretical frame drawn from business operations.				X		

Factual

No	PROGRAMME LEARNING OUTCOMES	LEVEL OF CONTRIBUTION*				
		0	1	2	3	4

1	Comprehend the context of the underlying cases of national and international business administration.	X					
2	Describe cause-effect relationships in the context of cases covered by national and international business administration cases.		X				
3	Synthesis information on popular issues related to business administration.			X			

SKILLS

Cognitive

No	PROGRAMME LEARNING OUTCOMES	LEVEL OF CONTRIBUTION*					
		0	1	2	3	4	5
1	Comprehend the role of business in the operation of global and national economic systems.					X	
2	Analyze the effect and the contributions of external stakeholders to the relationships between business organizations.					X	
3	Analyze comments the power and benefit relationship between internal stakeholders.				X		
4	Synthesis social and technical dimensions based on the integration between business operations.				X		

Practical

No	PROGRAMME LEARNING OUTCOMES	LEVEL OF CONTRIBUTION*					
		0	1	2	3	4	5
1	Use creative, innovative and analytical thinking skills to solve business administration problem.				X		
2	Use modern methods and technologies of business administration in the business environment.			X			
3	Behave as a leader or follower when necessary.	X					
4	Act as a team player to operate and to make a decision in business organizations.		X				
5	Analyze data about business administration issues by qualitative and quantitative techniques.					X	

PERSONAL & OCCUPATIONAL COMPETENCES IN TERMS OF EACH OF THE FOLLOWING GROUPS

Autonomy & Responsibility

No	PROGRAMME LEARNING OUTCOMES	LEVEL OF CONTRIBUTION*					
		0	1	2	3	4	5
1	Organise the business operations with an entrepreneurial spirit.				X		
2	Solve business problems quickly and effectively in the national and global competition environment and uses initiative.			X			
3	Develop innovative and creative projects for industry by using the accumulation of knowledge and skills.				X		
4	Keep up to date the accumulation of knowledge and skill by following developments in the economics and business administration issues.		X				
5	Closely follow the developments that may occur in the business profession.			X			

Learning to Learn

No	PROGRAMME LEARNING OUTCOMES	LEVEL OF CONTRIBUTION*					
		0	1	2	3	4	5
1	Develop the planning, organisation, operation, coordination and auditing functions of the business management.	X					
2	Develop the operations to comply with the structure of a business organization.			X			
3	Adopt their way of behavior that will ensure compliance with the new conditions as parallel to changes in business administration.		X				

Communication & Social

No	PROGRAMME LEARNING OUTCOMES	LEVEL OF CONTRIBUTION*					
		0	1	2	3	4	5
1	Communicate actively and constantly with other stakeholders in business administration profession.					X	
2	Solve problems by using advanced level of information technology.			X			
3	Use English language to communicate effectively and fluently.						X

Occupational and/or Vocational

No	PROGRAMME LEARNING OUTCOMES	LEVEL OF CONTRIBUTION*					
		0	1	2	3	4	5
1	Act in accordance with moral and ethical concepts related to business administration.		X				
2	Analyze the relationships between business organization and stakeholders.			X			
3	Apply the innovative and creative thinking in the business administration fields.		X				
4	Become conscious intended for the universality of democracy and human rights of the business environment, organizational justice, socio-cultural values in the way of business administration, and the environmental issues.		X				

***Level of Contribution (0-5): Empty-Null (0), 1- Very Low, 2- Low, 3- Medium, 4- High, 5- Very High**

Assessment		
Assessment & Grading of In-Term Activities	Number of Activities	Degree of Contribution (%)
Mid-Term Exam	1	%40
Computer Based Presentation	0	-
Short Exam	0	-
Presentation of Report	0	-
Homework Assessment	1	%20
Oral Exam	0	-
Presentation of Thesis	0	-
Presentation of Document	0	-
Expert Assessment	0	-
TOTAL	3	%100
Contribution of In-Term Assessments to Overall Grade	3	%60
Contribution of Final Exam to Overall Grade	1	%40
TOTAL	4	%100

WORKLOAD & ECTS CREDITS OF THE COURSE UNIT

Workload for Learning & Teaching Activities			
Type of the Learning Activities	Learning Activities (# of week)	Duration (hours, h)	Workload (h)

Lecture & In-Class Activities	10	3	30
Preliminary & Further Study	0	0	0
Land Surveying	0	0	0
Group Work	0	0	0
Laboratory	7	3	21
Reading	5	4	20
Assignment (Homework)	1	16	16
Project Work	1	20	20
Seminar	0	0	0
Internship	0	0	0
Technical Visit	0	0	0
Web Based Learning [ONLINE]	3	3	9
Implementation/Application/Practice	7	3	21
Practice at a workplace	5	2	10
Occupational Activity	0	0	0
Social Activity	0	0	0
Thesis Work	0	0	0
Field Study	0	0	0
Report Writing	0	0	0
Total Workload for Learning & Teaching Activities	-	-	100
Workload for Assessment Activities			
Type of the Assessment Activities	# of Assessment Activities	Duration (hours, h)	Workload (h)
Final Exam	1	2	2
Preparation for the Final Exam	0	0	0
Mid-Term Exam	0	0	0
Preparation for the Mid-Term Exam	0	0	0
Short Exam	0	0	0
Preparation for the Short Exam	0	0	0
Total Workload for Assessment Activities	-	-	2
Total Workload of the Course Unit	-	-	149
Workload (h) / 25.0			6.0
ECTS Credits allocated for the Course Unit			6.0