

COURSE SYLLABUS						
Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Publicity and Promotion Strategies	VCDE204	3	Theory 2	Practice 2	3	5
Course Type	Compulsory Courses	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Compulsory	Other
		x				
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate / Doctoral (Second / Third Cycle)	
			x			

Language of Instruction	English
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Course Instructor(s)	Assoc.. Prof. Dr. Nuran Öze	E-mail : nuran.oze@arucad.edu.tr Office : RN-102
Course Objectives	In this course it is aimed to increase awarnes of the importance of publicity and promotion strategies that help businesses to sell their procutcs and services. Different kinds of selling and publicity methods will be discussed in this course. Enthuasitic methods leads to students improve their creativity abilities.	
Course Learning Outcomes	<ul style="list-style-type: none"> Define different kinds of publicity and promotion strategies Discuss ethical issues involved in publicity and promotion strategies Obtain the ability to diverse difference between publicity and promotion strategies Describe how effectively use of publicity and promotion strategies should be Undertand the importance of publicity and promotion strategies in business worl Discover how perception shapes peoples buying habits 	

Course Content	In this course students will learn about the publicity and promotion strategies and its importance for business world. By comparing a diverse range of publicity and promotion strategies students will develop best fit publicity and promotion strategies for their future customers. They will work on specified assignments and gain invaluable feedback both from their instructor and classmates.

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	<ul style="list-style-type: none"> Course Introduction 	T	Instructor course notes
2	<ul style="list-style-type: none"> Describing the publicity and promotion strategies 	T/P	Lindstorm, M. (2010). buy-ology: Truths and Lies About Why We Buy. Broadway Books. ISBN: 978-0-385-52389-9
3	<ul style="list-style-type: none"> Explanation the importance of publicity and promotion strategies in modern world- Integrated Marketing Communication 	T/P	Lindstorm, M. (2010). buy-ology: Truths and Lies About Why We Buy. Broadway Books. ISBN: 978-0-385-52389-9 Kotler, P. & Keller, K. L. (2016). Marketing Management, 15 th Global Edition. Pearson. Brand Selection & Rationale
4	<ul style="list-style-type: none"> Integrated Marketing Communication- Budgeting Methods 	T/P	Kotler, P. & Keller, K. L. (2016). Marketing Management, 15 th Global Edition. Pearson.
5	<ul style="list-style-type: none"> Word-of-mouth Marketing 	T/P	Kotler, P. & Keller, K. L. (2016). Marketing Management, 15 th Global Edition. Pearson. Assignment 1: Integrated Marketing Strategy and Tactical Plan
6	<ul style="list-style-type: none"> Personal Selling 	T/P	Kotler, P. & Keller, K. L. (2016). Marketing Management, 15 th Global Edition. Pearson.

7	<ul style="list-style-type: none"> Advertising 	T/P	<p>Lindstorm, M. (2010). buy-ology: Truths and Lies About Why We Buy. Broadway Books.ISBN: 978-0-385-52389-9</p> <p>Kotler, P. & Keller, K. L. (2016). Marketing Management, 15th Global Edition. Pearson.</p>
8	MIDTERM WEEK	T/P	Assignment 2: Integrated Marketing Strategy Plan & Editorial Calendar
9	<ul style="list-style-type: none"> Sales Promotion 	T/P	Kotler, P. & Keller, K. L. (2016). Marketing Management, 15 th Global Edition. Pearson.
10	<ul style="list-style-type: none"> Public Relations 	T/P	Kotler, P. & Keller, K. L. (2016). Marketing Management, 15 th Global Edition. Pearson.
11	<ul style="list-style-type: none"> Direct Marketing 	T/P	<p>Kotler, P. & Keller, K. L. (2016). Marketing Management, 15th Global Edition. Pearson.</p> <p>Assignment 3: Integrated Marketing Campaign Design for Your Brand</p>
12	<ul style="list-style-type: none"> Internet Marketing 	T/P	Kotler, P. & Keller, K. L. (2016). Marketing Management, 15 th Global Edition. Pearson.
13	<ul style="list-style-type: none"> Presentations 	T/P	Kotler, P. & Keller, K. L. (2016). Marketing Management, 15 th Global Edition. Pearson.
14	FINAL	T	FINAL PROJECT: 1-MONTH INTEGRATED MARKETING PLAN

Required Course Material(s) / Reading(s)/ Text Book(s)	<ul style="list-style-type: none"> Kotler, P. & Keller, K. L. (2016). Marketing Management, 15th Global Edition. Pearson. Lindstorm, M. (2010). buy-ology: Truths and Lies About Why We Buy. Broadway Books.ISBN: 978-0-385-52389-9
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Recommended Course Material(s)/ Reading(s) /Other	<p>The students could use the books below as resources:</p> <p>Klein, N. (2009). No Logo: 10th Anniversary Edition with a New Introduction by the Author. ISBN-13: 978-0312429270</p> <p>The students could use the websites below as resources:</p> <p>https://www.forbes.com/sites/shamahyder/2018/11/29/why-integrated-marketing-is-the-future/#4c837adc1736</p>
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ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term		
Quiz		
Assignment	3	30
Project		
Field Study		
Presentation / Seminar	1	20
Studio Practice		
Other (class participation)		
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	50
TOTAL		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES						
No	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1-lowest/ 5-highest)				
		1	2	3	4	5

1	Enable students to develop knowledgeable, critical and creative approaches to understanding the principles of visual communication in contemporary culture.					
2	Develop an understanding of the distinct qualities of the discipline and its major assumptions, debates and theoretical models.					
3	Develop advanced practical skills in a range of commercial and creative contexts including graphic and audiovisual multimedia design.					
4	Create an understanding of the impact and importance of visual culture in its diverse global forms.					
5	Offer the opportunity to take rigorous practice-based courses in graphic design, interactive media, including web design and video production, alongside the theoretical analysis of visual representation in its social context).					
6	Promote intellectual curiosity and the use of evidence-based argument and discussion, both orally and written.					
7	Encourage students to develop as reflective, critical, independent thinkers who will go on to actively and enthusiastically engage with the wider world.					
8	Have an understanding of different eras of visual communication and its historical development.					
9	Work as a professional, maintaining high standards of practice and adapt to a rapidly changing environments and gain the ability to work in a team.					
10	Understand visual cultures within a variety of past societies and contemporary and future design trends.					
11	Develop the knowledge of below and above the line visual design in a commercial context.					
12	Understand the terminology and methodology of critical visual analysis.					

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14		4	56
Preliminary Preparation and self- study	14		1	14

Mid-Term	-		-	-
Quiz	-		-	-
Assignment	3		10	30
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	1		10	10
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		15	15
Other	-		-	-
TOTAL WORKLOAD				125
TOTAL WORKLOAD / 25				5
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE
Plagiarism Disclaimer

Detected and undetected plagiarism is a serious offence at any time, and it could have devastating effects on your degree result and future professional lives.

Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

Similarity percentages on your assignments or project can be maximum 20%.

Use APA Style Referencing.

ASSESSMENT DETAILS AND EVALUATION CRITERIA:

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply with the Education and Examination Regulation set forth by the University.

Throughout the course, students will learn the theoretical base of the publicity and promotion strategies and catch a chance to apply a campaign in real world for SMEs. Also, students are expected to improve their marketing event organization abilities with the knowledge they have gained in the course.

During the class sessions, participation is a very important input for the learning process for the students.

Assignments

There are a total of three assignments during the 14-week semester. So, not all weeks will have assignments. It is your responsibility to know which weeks do and do not have a required assignment.

Brand Selection & Rationale

Due Date: 3rd Week

Select a brand that will be the focus of your integrated marketing plan for the class. You have two options for your brand. You can select the company you work for OR a company that you wish to present your integrated marketing plan to after the class.

Note: You must select a brand for your Integrated Marketing Plan that has at least four marketing tools.

You must include the name of your brand and provide a brief rationale answering the following questions:

- The identity of your brand: Is it a company you work for or a company you wish to present your integrated marketing plan to after this class? Give a brief description of your brand as well.
- Why did you select this brand?

This assignments, Final Report and Presentation will need to be turned into the instructor via MS Teams and hardcopy as well.

Be sure to consult the client selection instructions as outlined in the Course Design section of this syllabus before working on this assignment.

Assignment 1: Integrated Marketing Strategy and Tactical Plan:

Due Date: 5th Week, Time: Until 13.00

Your integrated marketing Strategy and Tactical Plan will be the backbone of your integrated marketing plan. You will use a template that you prefer to fill out the following sections of your integrated marketing strategy:

Your brand's goals and business objectives: List 2-3 business goals and 5-7 business objectives that will help you accomplish those goals. The business objectives must follow the SMART approach as outlined in the template.

You must select a brand for your integrated marketing plan that has at least one existing integrated marketing channel.

SWOT analysis: Using the SWOT table provided in the template, plot out the strengths, weaknesses, opportunities, and threats for your brand. Include these as bullet points and avoid writing long copy or paragraphs. Provide a brief 1-2 paragraph rationale for your SWOT Analysis that explains the strengths, weaknesses, opportunities, and threats more in-depth.

Competitive analysis: Compile a list of 3-5 main competitors for your selected brand. For each competitor, list which media channels they are using. Include a brief paragraph that describes their content strategy. Consider the following questions as you create your response:

- What kind of posts are they publishing?
- What is unique about the content they are posting?
- Describe each competitor's engagement activity in terms of feedback from what you can see on each tools (This can be a rough estimate).

Target audience: Based on the research you have conducted on your selected brand, briefly describe your brand's target audience in 1-2 short paragraphs. Include demographics (gender, age range, geographic location, etc.), and psychographics (interests, preferences, etc.). Use the buyer persona template to create 2-3 buyer personas that represent individuals of the target audience for your brand.

Integrated Marketing Tools: List which integrated marketing tools (public relations, face-to-face, ads, sales promotions, direct marketing, social media etc.) you plan to use for the integrated marketing content of your brand. For each content management platform, provide a brief paragraph on how it will benefit your integrated marketing content. **You must select at least one content platform for your brand.**

Integrated marketing tools and rationale: Select at least three integrated marketing channels for your brand. For each integrated marketing channel, you select, you will need to include a brief rationale explaining why it will help accomplish your brand's objectives and why you think it will effectively reach your brand's target audience.

Tactical plan: Your tactical plan will list and detail the tactics you will use to generate and convert leads, increase followers, and engage audiences for your selected brand. You must include a total of **8-10 tactics** from the list of tactics provided in Week 3's readings for this assignment. For each tactic, you will need to include a brief rationale as to why you plan to include that tactic in your integrated marketing strategy plan. You must also include a proposed budget for each tactic and provide a rationale of why that budget should be allocated to each tactic.

Note: There are many components to this assignment. It is recommended that you do not wait too late to start working on your integrated marketing strategy and tactical plan. This assignment will also be used for future assignments in the course.

Assignment 2: Integrated Marketing Strategy Plan & Editorial Calendar: Due Date: 7th Week

For this assignment, you will need to create an integrated marketing strategy plan and a 30-day editorial calendar.

The integrated marketing strategy plan will provide a general outline of the activities you will be organizing with the different marketing tools you selected in your integrated marketing strategy. The integrated marketing should be a one-page document in Microsoft Word that lists out the kind of marketing tools you will do for your brand in a bullet-list format.

You will also be creating a comprehensive integrated marketing campaign and editorial calendar, which will be a high-level overview of the types of activities you will be organizing using the integrated marketing plan you created as a guide.

For the editorial calendar, **outline monthly activities per marketing tool for the 30 days.** Be mindful of each channel's character counts for status updates. Be clear in identifying which network the content is for. You will not need to write at least one activities or collaborative campaign details for each marketing tool. Just include an outline for each of these marketing tools on the calendar.

Note: Your calendar does not need to contain any specific dates. This calendar will be used to show a sampling of the kind of activities you will do in each month for your selected brand.

Assignments 1 and 2 in this course are awarded points according to the following criteria:

Ideas 35%

Organization & Coherence 25%

Support 20%

Style 10%

Mechanics 10%

Assignment 3: Integrated Marketing Campaign Design for Your Brand: Due Date: 11th Week

This assignment will require you to do at least **three creative executions for each of your selected integrated marketing tool.** You will need to use design tools you learned in previous courses in the design program (Photoshop, Illustrator, etc.). These creative executions will need to look like an actual integrated marketing campaign for your brand as much as possible.

This assignment will need to be submitted via MS Teams by the due date and time listed above. It can be turned in as a Microsoft Word document as a hardcopy to the instructor.

ASSIGNMENT 3 RUBRIC:

Craft 25%

Creativity/ Originality 35%

Applicable 20%

Shareable 10%

Mechanics 10%

FINAL PROJECT: 1-MONTH INTEGRATED MARKETING PLAN

Due Dates: Integrated Marketing Plan in Microsoft Word Due Final Exam

Live Presentation PowerPoint Due Date: 13th Week

Summary

Your final project for this course will require you to create for a month integrated marketing plan in a Microsoft Word document and as a final presentation in PowerPoint. Your word document will include your full integrated marketing plan using Assignments 1-3 in this course as well as identifying the tools you need for your plan, a budget of your proposed integrated marketing efforts, and a detailed campaign designed to attract more followers and increase engagement.

You will present your integrated marketing plan to the instructor via PowerPoint live during week 13 of the course via face-to-face.

Below are the details of when the integrated marketing plan is due as well as times for the live presentations.

Written Final Project Details

Your integrated plan will be for a month (you will decide which month and resonate it) for your selected brand. The start date of the plan should reflect your understanding of the brand and when you would like them to implement your plan. **You are not expected to create month worth of individual integrated marketing campaigns as it is an industry best practice to not schedule content out more than a month in advance to keep content relevant.**

You will turn in a Microsoft Word document of your integrated marketing plan with the following items.

- **Executive summary:** Provide an overview of your integrated marketing plan as well as its main selling points. Treat this page as if it will be the only page your brand will see.
- **Table of contents:** Provide page numbers for all sections in your integrated marketing plan.
- **Assignment 1:** Integrated marketing strategy and tactical plan
- **Assignment 2:** Integrated marketing strategy plan and 30-day editorial calendar
- **Assignment 3:** Integrated marketing campaign for your client

- List at least **one integrated marketing management tool and one integrated marketing analytics tool** and a brief rationale as to why you are selecting each one for your selected brand
- **Detailed integrated marketing campaign:** The campaign can be any one of the campaign examples presented in the Integrated Marketing Lead Generation and Conversion module of this course. Describe the objectives for the campaign, outline the tools you will need to make it successful, and propose a budget that will be needed to fund your campaign.
- **Budget for your integrated marketing plan:** Based on the understanding of your client and the budget you created for your tactics in Assignment 1, you will create a budget for all your integrated marketing efforts. Include the individual costs for all your tactics, your proposed integrated marketing campaign, and integrated marketing tools. Include the total cost of all your efforts as the bottom line in the budget.
- **Write a conclusion providing your final sales pitch for your brand to motivate them to buy off on your integrated marketing campaign plan.** Include the ROI of your plan, the total proposed budget amount for your tactics, tools, and campaign, and why that budget should be allocated to integrated marketing.

Final Project Live Presentation Details

You will present your integrated marketing campaign plan to your instructor during your scheduled time.

Your live final presentation must include a PowerPoint.

Requirements include:

- 15 slide minimum, 20 slides maximum
- Time limit: 20-30 minutes
- Clearly outline the presentation in correspondence with the structure outlined below

Structure of the Presentation:

- Goals and objectives (1 slide)
- Key findings from your integrated marketing audit and competitive analysis (2 slide)
- Outline each integrated marketing tools you selected for the plan and a brief rationale for each (1 slide)
- Integrated marketing tactical plan outlining the efforts your brand will use to generate leads and engage audiences (1 slide)
- Outline of integrated marketing strategy and integrated marketing tools (2 slide)
- Outline the tools your team will use for integrated marketing campaign management and analytics purposes and a rationale for each one (3 slide)
- Brief description of your integrated marketing campaign (2 slide)
- **Sales pitch:** Be sure to provide 1 slide including your final sales pitch to the head of marketing of your proposed brand (the instructor for this course). Include the ROI of your plan, a total proposed budget amount for your tactics and campaign, and why that budget should be allocated to integrated marketing. The

instructor may challenge you with questions at the end of the presentation so you will need to be prepared to defend your plan. The instructor may or not ask questions based on how well your sales pitch is at the end of your presentation. If any questions are asked, additional time will be added to your presentation without penalty (5 slide).

FINAL PROJECT IN MICROSOFT WORD RUBRIC:

Ideas 20%

Organization & Coherence 15%

Support 10%

Creativity 35%

Style 10%

Mechanics 10%

FINAL PROJECT PRESENTATION RUBRIC:

Organization 15%

Content 45%

Presentation 40%

Late Work and Make Up Policy

Work in the class must be turned in on time to receive full credit. Late work can only receive full credit in extreme circumstances (i.e., family emergencies, accident). If you anticipate not making a project deadline due to any emergency, please contact the instructor as soon as possible via Ms Teams.

Late work will be docked the following points:

- | | |
|---|---------------------|
| • Less than an hour late | 05 points off |
| • More than an hour late but less than 24 hours late | 10 points off |
| • More than 24 hours late but less than 48 hours late | 15 points off |
| • More than 48 hours late | 25 points off |
| • A week or more late | Not accepted at all |

PREPARED BY	Assist. Prof. Dr. Nuran Öze
UPDATED	02.10.2020

APPROVED	
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