

**COURSE RECORD**

Code	<b>BA 328</b>
Name	<b>Business Model Planning 2</b>
Hour per week	1 (0 + 1)
Credit	1
ECTS	2
Level/Year	Undergraduate / 3
Semester	Spring
Type	Compulsory
Prerequisites	BA 313
Description	Business Model Planning II is an applied course that aims students to continue to develop their previous business ideas from the Business Model Planning I, from the marketing perspective. This course help students to understand and perform integrated marketing communication, marketing plan, marketing mix and digital marketing. This course consists of multiple teaching and learning styles; lecturing, field research, student presentations and intense feedback.
Objectives	(1) Understanding the advertising, promotions, and communications concepts. (2) Understanding how companies effectively communicate and interact with customers. (3) Improving and applying brand management strategies. (4) Understanding consumer buying behavior.
Learning Outcomes	<i>By the end of the course, the student will be able to</i>  LO1: Explain marketing segmentation and targeting. LO2: Demonstrate knowledge about the application of marketing plan. LO3: Evaluate the importance of promotion among marketing mix elements. LO4: Evaluate the digital marketing opportunities in the market.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	3	3	4	5	5	2	2	2	3
L02	5	3	3	4	5	5	2	2	2	3
L03	5	3	3	4	5	5	2	2	2	3
L04	5	3	3	4	5	5	2	2	2	3

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Integrated marketing communications	L02
Segmentation and Targeting	L01, L04
Creating a marketing plan	L01, L02
Advertising Campaign management	L02, L03, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 328</b>
İsmi	<b>İş Modeli Planlaması 2</b>
Haftalık Saati	1 (0 + 1)
Kredi	1
AKTS	3
Seviye/Yıl	Lisans / 3
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	BA 313
İçerik	İş Modeli Planlaması 2, öğrencilerin İş Modeli Planlaması 1 dersinde oluşturdukları iş fikirlerini pazarlama perspektifinden geliştirmeye devam etmelerini amaçlayan uygulamalı bir derstir. Bu ders öğrencilerin entegre pazarlama iletişimi, pazarlama planı, pazarlama karması ve dijital pazarlamayı anlamalarına ve gerçekleştirmelerine yardımcı olur. Bu ders birden fazla öğretim ve öğrenme stilinden oluşup; ders anlatımı, saha araştırması, öğrenci sunumları ve yoğun geri bildirim araçları içerir.