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| **COURSE INFORMATON** | | | | | |
| **Course Title** | *Code* | *Semester* | *L+P Hour* | *Credits* | *ECTS* |
| Digital Marketing and Sales | ACM524 | 1 | 3 | 3 | 8 |

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| **Prerequisites** | - |

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| **Language of Instruction** | English |
| **Course Level** | Master’s degree |
| **Course Type** | Elective |
| **Course Coordinator** |  |
| **Instructors** | Yrd.Doç.Dr. Uğur Kaplancalı |
| **Assistants** |  |
| **Goals** | This course mainly aims to sense the consept of social commerce over quickly developing fields, which utilizes social media, including web tools and social network sites to conduct e- commerce, e-marketing, and other e-business activities. |
| **Content** | The course covers the areas of buyer behavior, social media marketing, social enterprise, social government, social E-CRM consept, social entertainment and gaming, social strategy, market research and analytics, and several other critical topics. The course is managerially oriented, and includes many social media applications, simulations and assignments over marketing phenomena space. |

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| **Learning Outcomes** | **Teaching Methods** | **Assessment Methods** |
| Defines digital marketing and explains importance of it. | 1,2,3 | A,B,C |
| explains the properties of strategic approaches in digital marketing and digital media . | 1,2,3 | A,B,C |
| Provides good and bad digital media examples and explains whay they are good or bad. | 1,2,3 | A,B,C |
| Knows the factors that can make Digital marketing ineffective. | 1,2,3 | A,B,C |
| Explains how to become a product brand in the promotion of digital marketing | 1,2,3 | A,B,C |

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| **Teaching Methods:** | 1: Lecture, 2: Question-Answer, 3: Discussion, 4: Simulation, 5: Case Study |
| **Assessment Methods:** | A: Testing, B:Presentation, C: Homework, D: Project, E: Laboratory |

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| **COURSE CONTENT** | | |
| **Week** | **Topics** | **Study Materials** |
| 1 | Introduction To Digital Marketing | Lecture notes , books, case studies |
| 2 | Digital Marketing And Sales Strategies | Lecture notes , books, case studies |
| 3 | Web Sites | Lecture notes |
| 4 | Brand Management in The Digital Environment | Lecture notes |
| 5 | Advertising İn Social Media | Lecture notes |
| 6 | Crisis Management On Social Media | Lecture notes |
| 7 | Monitoring Of Social Media | Lecture notes, case studies |
| 8 | Seo | Lecture notes , books, case studies |
| 9 | E-Mail Marketing | Lecture notes |
| 10 | Midterm |  |
| 11 | Mobile Marketing | Lecture notes , books, case studies |
| 12 | Gamification ( Dramatization ) : | Lecture notes |
| 13 | Pr in The Digital World | Lecture notes |
| 14 | Presentation | Lecture notes , books, case studies |
| 15 | Final Exam | Lecture notes , books, case studies |

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| **RECOMMENDED SOURCES** | |
| **Textbook** | Dave Chaffey & PR Smith, 3rd Edition, Elsevier Butterworth-Heinemann, 2009 |
| **Additional Resources** | Course website , lecture notes, computer in standard textbooks, case studies ; and analysis of online articles related to contemporary issues , reference books , resources for the term paper |

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| **MATERIAL SHARING** | |
| **Documents** | Lecture notes |
| **Assignments** | Homeworks and term paper |
| **Exams** | Mid-Term, final exam |

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| **ASSESSMENT** | | |
| **IN-TERM STUDIES** | **NUMBER** | **PERCENTAGE** |
| Mid-term | 1 | 40 |
| Term article | 2 | 40 |
| Assignment | 5 | 20 |
| **Total** |  | **100** |
| **CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE** |  | 30 |
| **CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE** |  | 70 |
| **Total** |  | **100** |

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| **COURSE CATEGORY** | Expertise/Field Courses |

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| **COURSE'S CONTRIBUTION TO PROGRAM** | | | | | | | |
| No | Program Learning Outcomes | Contribution | | | | | |
| 1 | 2 | 3 | 4 | 5 |  |
| 1 | E-Commerce and Technology Management Master graduated, Describe contemporary e-Commerce environment |  |  |  |  | X |  |
| 2 | E-Commerce and Technology Management Master graduated, Review concepts and terminology together with processes and management decisions involved |  |  |  | X |  |  |
| 3 | E-Commerce and Technology Management Master graduated, Apply techniques of using of JavaScript, JScript, DHTML, CSS, ASP, XML documents to external resources |  |  |  |  |  |  |
| 4 | E-Commerce and Technology Management Master graduated, Demonstrate an understanding of transforming and presentation languages |  |  | X |  |  |  |
| 5 | E-Commerce and Technology Management Master graduated, Assess major e-Commerce opportunities, limitations, issues and risks |  |  |  |  | X |  |
| 6 | E-Commerce and Technology Management Master graduated, Skills in project and risk management, awareness about importance of entrepreneurship, innovation and long-term development, and recognition of international standards and methodologies. |  |  |  |  | X |  |
| 7 | E-Commerce and Technology Management Master graduated, Recognition of the need for, and the ability to access information, to follow recent developments in science and technology, and to engage in life-long learning. |  |  |  |  | X |  |
| 8 | E-Commerce and Technology Management Master graduated An ability to design, implement and evaluate an information system, component, process or program that meets specified requirements. |  |  |  |  | X |  |

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| **ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION** | | | |
| Activities | Quantity | Duration (Hour) | Total Workload (Hour) |
| Course Duration (Including the exam week: 16x Total course hours) | 16 | 3 | 48 |
| Hours for off-the-classroom study (Pre-study, practice) | 16 | 3 | 48 |
| Mid-term | 1 | 10 | 10 |
| Homework | 5 | 10 | 50 |
| Proje | 1 | 30 | 30 |
| Final examination | 1 | 10 | 10 |
| **Total Work Load** |  |  | 196 |
| **Total Work Load / 25 (h)** |  |  | 7,8 |
| **ECTS Credit of the Course** |  |  | 8 |