|  |
| --- |
| **COURSE INFORMATON**  |
| **Course Title** | *Code* | *Semester* | *L+P Hour* | *Credits* | *ECTS* |
| E-CRM / Social Media Marketing | ACM525 | 2 | 3 | 3 | 8 |

|  |  |
| --- | --- |
| **Prerequisites** | - |

|  |  |
| --- | --- |
| **Language of Instruction** | English |
| **Course Level** | Master’s degree |
| **Course Type** | Elective |
| **Course Coordinator** |  |
| **Instructors** | Yrd.Doç.Dr. Fazlı Yıldırım |
| **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. |

|  |  |  |
| --- | --- | --- |
| **Learning Outcomes** | **Teaching Methods** | **Assessment Methods** |
| Knows meaning and consept of social media . | 1,2,3 | A,B,D |
|  Explains and applies social [entrepreneurship](http://tureng.com/tr/turkce-ingilizce/entrepreneurship%20example) | 1,2,3 | A,B,D |
| Explains importance of social media in marketing  | 1,2,3 | A,B,D |
| Analyzes the relationship between marketing applications and social media applications  | 1,2,3 | A,B,D |

|  |  |
| --- | --- |
| **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 |

|  |
| --- |
| **COURSE CONTENT** |
| **Week** | **Topics** | **Study Materials** |
| 1 | Introduction Social Media Marketing | Lecture notes , books, case studies |
| 2 | Positive and negative social media examples  | Lecture notes , books, case studies |
| 3 | Social media marketing | Lecture notes |
| 4 | Social Media tools and usage in marketing practice-1 | Lecture notes |
| 5 | Social Media tools and usage in marketing practice-2 | Lecture notes |
| 6 | Social State | Lecture notes |
| 7 | Marketing research  | Lecture notes, case studies |
| 8 | Midterm |  |
| 9 | Uygulamaların değerlendirilmesi |  |
| 10 | Social [entertainment](http://tureng.com/tr/turkce-ingilizce/entertainment) and games | Lecture notes , books, case studies |
| 11 | Social media applications in crisis management | Lecture notes , books, case studies |
| 12 | Project presentations |  |
| 13 | Project presentations |  |
| 14 | Project presentations |  |
| 15 | Final exam |  |

|  |
| --- |
| **RECOMMENDED SOURCES** |
| **Textbook** | Erkan Akar (2012) Sosyal Medya Pazarlaması - Sosyal webde pazarlama stratejileri, |
| **Additional Resources** |  |

|  |
| --- |
| **MATERIAL SHARING** |
| **Documents** Online courses and laboratory supplies |
| **Assignments**  Online Lab assignments , term project |  |
| **Exams** Short exam,midterm,final exam |  |

|  |
| --- |
| **ASSESSMENT** |
| **IN-TERM STUDIES** | **NUMBER** | **PERCENTAGE** |
| Mid-term | 1 | 20 |
| Term paper | 1  | 20 |
| Project | 1 | 20 |
| **Total** |   | **60** |
| **CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE** |   | 40 |
| **CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE** |   | 60 |
| **Total** |   | **100** |

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

|  |
| --- |
| **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 |  |  | X |  |  |  |
| 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 |  |  |  |  |

|  |
| --- |
| **ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION** |
| Activities | Quantity | Duration(Hour) | TotalWorkload(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 | 20 | 20 |
| Term Project  | 1 | 60 | 60 |
| Final exam | 1 | 20 | 20 |
| **Total Work Load** |  |  | 196 |
| **Total Work Load / 25 (h)** |  |  | 7,8 |
| **ECTS Credit of the Course** |  |  | 8 |