

# DIGITAL MARKETING

1	Course Title:	DIGITAL MARKETING
2	Course Code:	YOR5313
3	Type of Course:	Optional
4	Level of Course:	Second Cycle
5	Year of Study:	1
6	Semester:	1
7	ECTS Credits Allocated:	6.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Prof. Dr. Çağatan Taşkın
15	Course Lecturers:	Yok
16	Contact information of the Course Coordinator:	Prof. Dr. Çağatan TAŞKIN ctaskin@uludag.edu.tr
17	Website:	
18	Objective of the Course:	To explain the concepts related to marketing applications realized through these technologies by eliminating the lack of knowledge about digital world applications.
19	Contribution of the Course to Professional Development:	Definiton of digital marketing and electronic commerce/types/historical development/definiton of internet/introduction to digital marketing/marketing research on internet/payment systems on internet/observation and control of salespeople
20	Learning Outcomes:	
	1	Theoretical evaluation of digital marketing applications
	2	Defining the digital marketing concept
	3	Examining mobile marketing and social media
	4	Discussing the convergence of social networks and marketing
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21	Course Content:	
	<b>Course Content:</b>	
Week	Theoretical	Practice
1	Difficulties of digital marketing	
2	Digital environment	
3	E-commerce infrastructure	
4	Electronic consumer of future and strategies	

5	An economic review of digital marketing	
6	Digital marketing and flow of information	
7	Consumer behavior on digital environment	
8	Online shopping	
9	Digital marketing research	
10	Digital marketing communication	
11	E-commerce hardware and software	
12	Digital Customer Relationship Management	
13	Social media marketing	
14	Overview of the semestr	

22	Textbooks, References and/or Other Materials:	Digital Marketing: Strategies for Online Success - Godfrey Parkin Electronic Commerce - (2010) Gary P. Schneider
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23	Assesment	
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TERM LEARNING ACTIVITIES	NUMBER	WEIGHT
Midterm Exam	1	40.00
Quiz	0	0.00
Home work-project	0	0.00
Final Exam	1	60.00
Total	2	100.00

Activites	Number	Duration (hour)	Total Work Load (hour)
Contribution of Final Exam to Success Grade	60.00		
Theoretical	14	3.00	42.00
Practicals/Labs	0	0.00	0.00
Measurement and Evaluation Techniques Used in the Course	10	8.00	80.00
Self study and preparation			
Homeworks	1	30.00	30.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	12.00	12.00
Others	0	0.00	0.00
Final Exams	1	16.00	16.00
Total Work Load			180.00
Total work load/ 30 hr			6.00
ECTS Credit of the Course			6.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	1	4	4	5	1	1	1	5	1	1	1	5	0	0	0	0
ÖK2	1	4	4	4	1	1	1	5	1	1	1	4	0	0	0	0
ÖK3	1	4	4	4	1	1	1	5	1	1	1	5	0	0	0	0
ÖK4	1	4	4	4	1	1	1	5	1	1	1	4	0	0	0	0

LO: Learning Objectives PQ: Program Qualifications

<b>Contribution Level:</b>	<b>1 very low</b>	<b>2 low</b>	<b>3 Medium</b>	<b>4 High</b>	<b>5 Very High</b>
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