

# MARKETING INFORMATION SYSTEMS

1	Course Title:	MARKETING INFORMATION SYSTEMS
2	Course Code:	IIS4209
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	4
6	Semester:	7
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:	
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Dr. Öğr. Üyesi FİLİZ EREN BÖLÜKTEPE
15	Course Lecturers:	
16	Contact information of the Course Coordinator:	Dr. Öğr. Üyesi F. Eren BÖLÜKTEPE İnegöl İşletme Fakültesi İşletme Bölümü 224 294 26 95 eboluktepe@uludag.edu.tr
17	Website:	
18	Objective of the Course:	Providing the conceptual basis and the fundamentals of marketing practices and techniques in digital environments as well as improving students' understanding of the e-marketing affective domain.
19	Contribution of the Course to Professional Development:	Learn the fundamentals of digital marketing.
20	Learning Outcomes:	
	1	Grasping the structure of marketing in digital environments.
	2	Compare the differences between e-marketing and internet technologies.
	3	Determine the problems related to internet marketing processes of the organization
	4	Comparing the alternative views and options in recent e-marketing techniques.
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21	Course Content:	

	Course Content:			
Week	Theoretical	Practice		
1	Decision making process analysis			
2	Decision making process and information systems			
3	marketing characteristics of information systems			
4	Decision making process and marketing information systems			
5	Market opportunities and analysis methods			
6	Marketing intelligence processes			
7	Online Customer Behavior			
8	Segmentation & Target Marketing Strategies			
9	Product & Pricing Analysis			
10	Differentiation & Positioning Strategies			
11	Distribution in Internet			
12	E-Marketing Communication Tools			
Activites		Number	Duration (hour)	Total Work Load (hour)
Theoretical		14	3.00	42.00
Practicals/Labs		0	0.00	0.00
Self study and preparation		Reno Raymond Frost, Ohio University (2012), Prentice-Hall		
Homeworks		0	0.00	0.00
Projects		grow", Harvard Business Review, 81 (Nov.-Dec.): 1-11		
Field Studies		0	0.00	0.00
Midterm Exams		1	60.00	60.00
TERM LEARNING ACTIVITIES		NUMBE	WEIGHT	
Others		0	0.00	0.00
Midterm Exam		1	40.00	40.00
Final Exams		1	75.00	75.00
Total Work Load				177.00
Home work-project		0	0.00	
Total work load/ 30 hr				5.90
ECTS Credit of the Course				6.00
Total		2	100.00	
Contribution of Term (Year) Learning Activities to Success Grade		40.00		
Contribution of Final Exam to Success Grade		60.00		
Total		100.00		
Measurement and Evaluation Techniques Used in the Course		Online multiple-choice/ online written exam/ written exam		
24	ECTS / WORK LOAD TABLE			

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	2	2	4	3	3	4	2	3	2	3	0	0	0	0	0
ÖK2	2	3	3	3	3	3	2	2	3	3	2	0	0	0	0	0
ÖK3	3	4	3	3	2	3	2	3	3	4	2	0	0	0	0	0
ÖK4	3	4	4	4	2	2	2	2	2	2	2	0	0	0	0	0
LO: Learning Objectives    PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			