	MARKETING	G INFO	DRMATION SYSTEMS						
1	Course Title:	MARKE	TING 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	6.00						
8	Theoretical (hour/week):	3.00	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. Ögr. 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 fundementals 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:								

Theoretical			Co	urse Content:							
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 Differentation & Positioning Strategies 11 Distribution in Internet 12 E-Marketing Communication Tools Activites Number Duration (hour) Total Wor Load (hour) Theoretical 14 3.00 42.00 Practicals/Labs 0 0.00 0.00 Self stu Marketing Strategies 10 0.00 0.00 Projects 916W, Harvard Business (Review, 81 (Nov. 1859): 1-11 Field Studies 0 0.00 0.00 0.00	Week	Theoretical		Pı	ractice						
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24 ECTS / WORK LOAD TABLE	24	ECTS / WORK LOAD TABLE									

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1 PQ2 PQ3			PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ1 0	PQ11	PQ12	PQ1 3	PQ14	PQ15	PQ16
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ÖK4	3	4	4	4	2	2	2	2	2	2	2	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contrib 1 very low ution Level:				2 low	3 Medium		4 High			5 Very High						