DIGITAL MARKETING

1	Course Title:	DIGITAL MARKETING
2	Course Code:	PZRS035
3	Type of Course:	Optional
4	Level of Course:	Short Cycle
5	Year of Study:	1
6	Semester:	2
7	ECTS Credits Allocated:	3.00
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:	Öğr. Gör. AHMET NECA GÖKGÜL
15	Course Lecturers:	Meslek Yüksekokulları Yönetim Kurullarının görevlendirdiği öğretim elemanları.
16	Contact information of the Course Coordinator:	Öğr. Gör. Dr. Ahmet Neca Gökgül necagokgul@uludag.edu.tr
17	Website:	
18	Objective of the Course:	The student will be able to identify E-Commerce customers according to the product and sales strategies of the business; Help to create marketing/sales strategies by creating a database on the internet according to customer characteristics, and make e-Sales according to the sales strategies and policies of the business and customer characteristics, updating the sales section on the web page according to business, market and technological developments, and up-to-date digital marketing to understand and apply the methods.
19	Contribution of the Course to Professional Development:	Students will be able to apply advanced techniques and methods in digital marketing by having the necessary knowledge and equipment about e-commerce, which is a new trade channel that has become more important with the widespread use of the internet.
20	Learning Outcomes:	

	1	To regulate e-commerce activities
	2	To implement e-commerce activities
	3	To be able to determine digital marketing strategies
	4	To be able to define the concepts of digital marketing and mobile marketing
	5	To be able to read the relationship between social networks and marketing
	6	To be able to design digital marketing campaigns
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21	Course Content:	
	Course Content:	

Week	Theoretical	Practice
1	Information society and the new economy	
2	Computer networks and the internet	
3	Online marketing "E-Commerce"	
4	Introduction to E-Commerce	
5	To create database via the Internet and marketing / sales strategies to help create	
6	Creating a web identity on the Internet	
7	Creating social networks	
8	Defining mobile commerce	
9	Legal and legal regulations, ethical issues and taxation for e-commerce	
10	Payment systems and web security used in e-commerce	
11	Digital marketing concept	
12	Recognizing digital marketing campaigns and related platforms and designing campaigns	
13	SEO, SEM and Content Management	
14	Reading Digital Marketing Trends and Adapting to Current Approaches	
22	Textbooks, References and/or Other Materials:	Dijital Pazarlama Strateji, Yürütme ve Uygulama Fiona Ellis - Chadwick Dave Chafey Gazi Kitabevi E-Ticaret ve Dijital Pazarlama Sokak kitapları yayınları Kürşat Kazankaya E-Ticaret Kavramlar Gelişim ve Uygulamalar Gonca Telli Yamamoto Kriter Yayınevi
23	Assesment	

TERM LEARNING ACTIVITIES	NUMBER	WEIGHT
Midterm Exam	1	40.00
Quiz	0	0.00
Home work-project	1	60.00
Final Exam	0	0.00
Total	2	100.00
Contribution of Term (Year) Learning Activities to Success Grade		100.00
Contribution of Final Exam to Success Grade		0.00
Total		100.00
Measurement and Evaluation Techniques Used in the Course		Measurement and evaluation is carried out according to the principles of Bursa uludag University Associate and Undergraduate Education Regulation.

24	**ECTS / WORK LOAD TABLE**

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	3.00	42.00
Practicals/Labs	0	0.00	0.00
Self study and preperation	16	3.00	48.00
Homeworks	1	6.00	6.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	1.00	1.00
Others	0	0.00	0.00
Final Exams	0	0.00	0.00
Total Work Load			97.00
Total work load/ 30 hr			3.23
ECTS Credit of the Course			3.00

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	5	5	4	4	4	4	4	4	4	4	5	1	0	0	0	0
ÖK2	5	4	4	5	4	5	4	5	4	5	5	1	0	0	0	0
ÖK3	5	5	5	5	5	5	5	3	3	3	3	1	0	0	0	0
ÖK4	3	3	3	4	5	4	3	4	5	2	2	1	0	0	0	0
ÖK5	3	3	4	5	5	4	3	3	4	2	2	1	0	0	0	0
ÖK6	4	3	3	4	3	4	5	3	3	3	3	1	0	0	0	0

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