

# E-MARKETING

1	Course Title:	E-MARKETING
2	Course Code:	PZRS110
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. MELİS FİDANCI SEZER
15	Course Lecturers:	
16	Contact information of the Course Coordinator:	
17	Website:	
18	Objective of the Course:	The aim is enabling the students to define e-marketing customers in accordance with the products and sales strategies of the business; to assist the constitution of the marketing/sales strategies by creating a database on Internet according to the customer characteristics, to realize e-sales according to the marketing strategies and policies of the business and to the customer characteristics and to cause updates in the sales section of the website according to the business, market and technological developments.
19	Contribution of the Course to Professional Development:	
20	Learning Outcomes:	
	1	Being able to comprehend e-marketing activities
	2	Being able to apply e-marketing tools
	3	Being able to analyze e-marketing legislation
	4	Being able to define e-marketing elements
	5	Being able to design the e-marketing operation
	6	Being able to analyze the e-marketing customer profile
	7	Being able to solve e-marketing problems
	8	Being able to apply e-marketing developments
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21	Course Content:	
	<b>Course Content:</b>	
Week	Theoretical	Practice
1	The concept of Internet and its role in communication and marketing Marketing strategies in Internet	

2	E-marketing elements	
3	Creating database on Internet	
4	Marketing strategies in Internet	
5	Definition of customer profiles and needs through databases	
6	Marketing strategies compliant to customer profiles and needs	
7	Competition analysis and e-marketing strategies	
8	Course review and Mid-term	
9	Problems arising in e-marketing	
10	Updates of sales sections in the website	
11	Testing of marketing elements in e-marketing	
12	Constitution of strategies related to the sales section of the website	
13	Marketing elements according to strategies of the sales section in the website	
14	Customer satisfaction in e-marketing	

22	Textbooks, References and/or Other Materials:	
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23	Assesment	
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TERM LEARNING ACTIVITIES		NUMBER	WEIGHT		
Activites			Number	Duration (hour)	Total Work Load (hour)
Home work-project		0	0	3.00	42.00
Practicals/Labs			0	0.00	0.00
Self study and preperation		2	100.00	3.00	42.00
Homeworks			0	0.00	0.00
Projects			0	0.00	0.00
Field Studies			0	0.00	0.00
Midterm exams			1	10.00	10.00
Others			1	20.00	20.00
Final Exams			1	10.00	10.00

<b>24 EFFECTS / WORK LOAD TABLE</b>					
Total Work Load					124.00
Total work load/ 30 hr					4.13
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	4	2	4	5	5	4	4	2	3	3	3	4	0	0	0	0
ÖK2	5	3	4	4	5	4	5	2	5	3	4	4	0	0	0	0
ÖK3	2	2	1	3	3	1	2	2	2	4	5	2	0	0	0	0
ÖK4	4	2	4	4	4	4	5	2	4	3	3	5	0	0	0	0

ÖK5	4	3	5	5	5	4	5	3	4	3	3	5	0	0	0	0
ÖK6	4	4	5	4	4	4	4	4	5	4	3	4	0	0	0	0
ÖK7	5	5	5	5	5	5	5	5	4	4	4	5	0	0	0	0
ÖK8	4	3	3	4	5	4	4	3	5	3	4	5	0	0	0	0
LO: Learning Objectives    PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			