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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Digital marketing** | |  | 3 | 3+0 | 3 | 3 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Compulsory | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | Design Purpose | The main purpose of this course is to enable students to learn about marketing activities carried out in electronic environment and their different aspects from traditional marketing activities and tools, and to have the knowledge and competence to carry out marketing applications in electronic environment. | | | | | | | Course Learning Outcomes | At the end of this course, the student;  1. Gain knowledge about electronic commerce.  2.Defines the concepts related to digital marketing.  3. Learns the structure of consumer behavior in the digital environment.  4. Outlines the marketing mix strategies in the digital environment.  5. Explains the types of digital marketing in detail. | | | | | | | Course Content | The concept of electronic commerce, digital marketing and analysis of consumers in the digital environment, its relationship with social media and other web services and marketing. | | | | | | | **Weeks** | **Topics** | | | | | | | one | Primitive from society Information to society Transformation | | | | | | | 2 | Information economy | | | | | | | 3 | E- Commerce concept and Types | | | | | | | 4 | Digital Consumer and Digital Consumer Behaviours | | | | | | | 5 | Traditional From marketing Digital to marketing Transition | | | | | | | 6 | Electronic Marketing mix | | | | | | | 7 | Online Ads | | | | | | | 8 | Call engine Marketing | | | | | | | 9 | Website \_ Marketing | | | | | | | 10 | Email Marketing | | | | | | | 11th | Social Media Marketing | | | | | | | 12 | Social Media Types | | | | | | | 13 | Mobile Marketing | | | | | | | 14 | Viral Marketing | | | | | |  |  | | --- | | **General Competencies** | | from students this your lesson mother their subjects their understanding and fields with in applications their use expected . | | **resources** | | Ryan, D. (2017) Dijital pazarlama, Türkiye İş Bankası Kültür Yayınları. | | **Evaluation System** | | It is stated in the syllabus at the beginning of the semester. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **WITH PROGRAM LEARNING OUTCOMES**  **COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** | | | | | | | | | | | | | | | | | |  | **PO1** | | **PO2** | **PO3** | | **PO4** | **PO5** | | **PO6** | **PO7** | | **PO8** | **PO9** | | **PO10** | **PO11** | | **LO1** | 4 | | 3 | 3 | | 3 | 3 | | 4 | 3 | | 2 | 2 | | - | 4 | | **LO2** | 4 | | 3 | 3 | | 3 | 3 | | 4 | 3 | | 2 | 2 | | - | 4 | | **LO3** | 4 | | 3 | 3 | | 3 | 4 | | 4 | 3 | | 2 | 3 | | - | 4 | | **LO4** | 4 | | 3 | 3 | | 3 | 4 | | 4 | 3 | | 2 | 3 | | - | 4 | | **LO5** | 4 | | 3 | 3 | | 3 | 4 | | 4 | 3 | | 2 | 2 | | - | 4 | | **REVENGE: Learning Outputs OP: Program Outputs** | | | | | | | | | | | | | | | | | | **Contribution**  **level** | | **1 Very Low** | | | **2 Low** | | | **3 Medium** | | | **4 High** | | | **5 Very High** | | |   Relation of Program Outcomes and Related Course   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **lesson** | **PO 1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | | Digital marketing | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 2 | 2 | - | 4 | |